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International flows of selected cultural goods

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I. INTRODUCTION

World trade in cultural goods has been assuming increasing importance, and it appears that the upward trend observed during the past decade will not subside. The importance of cultural industries is being increasingly recognized. The development of the Unesco project for a Framework for Cultural Statistics gives significant attention to the economic dimension of the cultural 'categories' on which data will regularly be collected. The present study focuses on the international flows of cultural goods. It is hoped that the study will throw light on the importance of some of the cultural industries for the world at large, and help initiate in-depth studies to cover all the facets of these industries.

For the purpose of the present study, only those major goods falling within the ten categories of the Unesco Framework for Cultural Statistics (FCS) have been selected. These 'categories' have been designated in the FCS as follows: Category 0 - Cultural heritage; Category 1 - Printed matter and literature; Category 2 - Music; Category 3 - Performing arts; Category 4 - Visual arts; Category 5 - Cinema and photography; Category 6 - Radio and television; Category 7 - Socio-cultural activities; Category 8 - Sports and games, and Category 9 - Nature and the environment.

The selection has further been governed by another factor: whether cultural goods relating to these categories could be identified in the available series of the United Nations Standard International Trade Classification - Rev. 1 (see Annex 1). Thus, of the ten current categories of the FCS, it was possible to cover only five, the other five being found irrelevant by virtue of their nature, e.g. Category 3 - Performing arts, and Category 7 - Socio-cultural activities, where cultural goods do not become the object of quantifiable international trade.

The detailed list of categories and goods considered in this study, as well as complete tables for countries covered in the present study in conformity with the United Nations Country Classification for International Trade, can be found in the Annexes.

The time period has been selected to fall within the Second United Nations Development Decade (1970-1980). Moreover, after 1980 the availability of data does not provide as wide a geographic coverage as desirable.

Values used in the text and tables are in current United States dollars. World totals and subtotals for regions and groups of countries are arrived at by adding up available data of individual countries. The number of countries within the selected regions and groups, especially among the developing countries, has varied somewhat over the period covered, occasionally along with the identity of the countries. For this reason the succinct analysis of the situation for these regions and groups for the years 1970, 1975 and 1980, which includes an attempt at comparability, should be treated with some reservations. Proper comparisons are possible for individual countries for which data exist for the three reference years. Also, world totals do not include the relevant data for centrally-planned economies, but include statistics on international exchange of cultural goods as reported by countries covered in the study trading with centrally-planned economies.

The following symbols are used:

... Data not available

0 Magnitude less than one unit employed

II. INTERNATIONAL EXCHANGE IN CULTURAL GOODS

Exports of cultural goods related to total exports of individual countries¹

Table 1 shows for a limited number of countries absolute values as well as the percentage of cultural goods represented in the total exports of a given country. The criterion for including countries in the Table has been the percentage represented by cultural goods in their exports, and the benchmark has been fixed at 2 per cent. A more complete list of countries with the corresponding percentages is given in Annex II.

In Table 1 countries are ranked in importance of their percentage in 1980. It should be stressed that this ranking shows the relative importance of cultural goods in the exports and has no relevance to the value of cultural exports. Based on this relative importance, expressed by the place cultural goods occupy in total exports, countries listed in Table 1 can be grouped into two types: a) those with an upward trend; b) those with a downward trend in their percentages.

During the decade (1970-1980) four developing countries had registered a steady increase: Hong Kong's percentage had grown from 5.54 in 1970 to 7.82 in 1975 and to 8.96 in 1980; for the same years Singapore's percentage stood at 1.38, 4.73 and

6.26; that of the Republic of Korea at 1.13, 3.44 and 5.47; and that of Cyprus at 0.15, 0.27 and 2.57 respectively.

The six countries with a declining percentage are all European countries. For 1970, 1975 and 1980, the percentages stood as follows: Belgium-Luxembourg 3.20, 3.16 and 3.03; Federal Republic of Germany 2.94, 2.57 and 2.50; United Kingdom 3.28, 3.09 and 2.49; Switzerland 2.73, 2.66 and 2.42; Spain 3.12, 2.47 and 2.40; Netherlands 2.97, 2.19 and 2.01, and Italy 2.29, 1.83 and 1.63 respectively.

Table 1 also shows that according to 1980 data, only four countries had a percentage over 5, one had approximately 3 per cent, and the remaining ten had a percentage varying between 2 and 3 per cent.

1. The value of exports used in the study is f.o.b. (free on board), as defined by the United Nations, that is to say, the value at which the goods were sold by the exporter, including the cost of transportation and insurance to bring the goods on to the transporting vehicle at the frontier of the exporting country.

Table 1: Importance of cultural goods in total exports
(Values in millions of US dollars; percentage:
exports of cultural goods to total exports of country)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	1,973.3	10.21	3,919.1	7.03	12,384.9	9.56
Hong Kong	112.8	5.54	360.7	7.82	1,224.6	8.96
Singapore	21.4	1.38	254.4	4.73	1,213.3	6.26
Korea, Republic of	9.3	1.13	174.3	3.44	954.5	5.47
Belgium-Luxembourg	371.6	3.20	908.6	3.16	1,935.3	3.03
Portugal	17.7	1.86	70.4	3.63	133.3	2.88
Austria	110.5 ¹	3.87	302.0 ¹	4.02	456.5	2.61
Cyprus	0.2	0.15	0.4	0.27	13.7	2.57
Germany, Fed. Rep. of	1,006.6	2.94	2,313.2	2.57	4,787.6	2.50
United Kingdom	634.6	3.28	1,352.5	3.09	2,847.5	2.49
Switzerland	139.6 ²	2.73	344.5 ²	2.66	714.1 ³	2.42
Spain	74.6	3.12	189.5	2.47	499.6	2.40
USA	964.5	2.26	2,043.5	1.93	4,719.7	2.22
Netherlands	349.9 ³	2.97	767.0 ³	2.19	1,486.9	2.01
Italy	302.9	2.29	638.0	1.83	1,268.2	1.63

Data do not include exports on:

1. Cinematographic cameras
2. Radio receivers
3. Television receivers.

Imports of cultural goods related to total imports of individual countries¹

Observations concerning the criteria for selection of countries and their ranking in Table 2 and grouping are the same as for exports.

In 1980 only one country, Argentina, exceeded the 5 per cent threshold; three countries, namely Australia, Venezuela and Hong Kong, had more than 4 per cent, the percentage of eight other countries was between 3 and 4, and the remaining nineteen countries between 2 and 3 per cent.

Increasing percentages were observed in different countries of the world and the list includes seven of them, both developing and developed. In Europe these were Finland, Ireland, Norway and the United Kingdom. The three others were Martinique, Saudi Arabia and Singapore. The number of countries with a declining percentage was even smaller, five: Fiji, New Zealand, United States of America, Sweden and the Netherlands. The percentages of nineteen other countries varied with no discernible trend. For Austria, the percentage

changed from 3.08 in 1970 to 3.72 in 1975 and then dropped again to 3.06 in 1980. Switzerland's figures for the same years stood as follows: 4.13, 4.78 and 3.71; for France they were 2.44, 2.47 and 2.38; for the Federal Republic of Germany 1.80, 2.24 and 2.22; Denmark 2.27, 2.84 and 2.17, and Canada 3.62, 2.89 and 3.16. In Kuwait the percentage was 3.63 in 1970, then declined slightly to 3.30 in 1975 and in 1980 recovered to 3.98. Hong Kong's percentage dropped from 3.82 in 1970 to 3.39 in 1975 and increased again to 4.28 in 1980.

Table 2 shows changes in percentages for 31 importing countries.

Data for each individual country are given in Annex II.

1. The value of imports used in the study is c.i.f. (cost, insurance, freight) as defined by the United Nations, that is to say, the value at which the goods were purchased by the importer plus the cost of transportation and insurance to the frontier of the importing country.

Table 2: Importance of cultural goods in total imports
(Values in millions of US dollars; percentage: imports of cultural goods to total imports of country)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Argentina	29.9	1.77	46.1	1.17	568.9	5.40
Australia	153.8	3.43	691.1	7.03	916.4	4.61
Venezuela	47.0	2.87	138.5	2.38	476.9	4.47
Hong Kong	110.9 ¹	3.82	229.2 ¹	3.39	941.9	4.28
Kuwait	22.7 ²	3.63	78.8 ²	3.30	261.1 ²	3.98
Switzerland	266.9 ³	4.13	634.9 ³	4.78	1,339.9 ⁴	3.71
Libyan Arab Jamahiriya	16.6	3.00	61.6	1.74	223.7	3.30
Canada	482.6	3.62	980.2	2.89	1,824.8	3.16
Singapore	66.1	2.68	218.7	2.69	754.8	3.14
Cyprus	4.9	2.10	5.5	1.79	37.0	3.09
Austria	109.4	3.08	349.4	3.72	746.7	3.06
United Kingdom	457.4	2.11	1,270.8	2.39	3,544.2	3.01
Fiji	7.0	6.69	13.2	4.95	16.7	2.98
Saudi Arabia	98.9	2.39	883.8	2.95
New Zealand	41.7	3.37	106.6	3.35	162.3	2.94
Martinique	3.8	2.61	9.7	2.84	22.4 ⁵	2.89
Guadeloupe	3.1	2.44	7.0	2.29	18.4 ⁵	2.71
USA	1,752.3	4.39	2,764.6	2.85	6,570.2	2.63
Reunion	3.8	2.35	11.3	2.76	22.1 ⁵	2.63
Sweden	214.6	3.06	493.7	2.73	872.4	2.61
Netherlands	448.2 ⁴	3.35	1,078.8	3.14	1,951.4	2.54
Norway	63.0	1.70	204.0	2.10	419.6	2.48
France	462.3	2.44	1,321.6	2.47	3,203.6	2.38
Panama	8.9	2.48	12.2 ⁵	1.37	33.5 ⁶	2.31
Peru	18.5	2.97	34.8	1.46	57.7	2.24
Germany, Fed. Rep. of	537.4	1.80	1,663.9	2.24	4,135.2	2.22
Denmark	99.4	2.27	293.4	2.84	420.0	2.17
Ireland	27.8	1.78	70.7	1.88	242.0	2.17
Malta	5.3	3.32	7.5	2.01	20.3	2.17
Malaysia	29.4	2.10	69.7	1.98	224.0	2.09
Finland	49.7	1.88	155.8	2.05	321.6	2.06

Data do not include imports on:

1. Books and other printed matter
2. Categories 1 and 4 as well as musical instruments of Category 2 and photographic and cinematographic supplies of Category 5
3. Radio receivers
4. Television receivers
5. Phonographic equipment
6. Books.

A picture of the modern world would hardly be complete without highlighting the impressive international exchanges which the electronic media have made possible in the field of communication. These exchanges are followed by the more tangible transfers of the products of cultural industries such as radio and television receivers, sound recording and sound reproducing machines, which help carry the messages of the various world cultures. Other cultural products which had a good head start on the former and which still constitute a large body of cultural exchanges are books, records and paintings, to name but a few.

The importance of the exchange of cultural goods is emphasized by Augustin Girard as follows:¹

'... exports and imports, which govern the strength of a product's influence abroad, or, on the contrary, *the country's cultural dependence*²... have a bearing on the state of health of each branch of activity' (of cultural industries).

Even if Mr Girard had France particularly in mind, the foregoing statement is true for all other countries as well. The view often expressed by politicians in one or two European countries that the development of cultural industries would provide the necessary driving force to pull general industrial development out of stagnation would be somewhat exaggerated.

The countries which are better off in their industrial development tend to be the same which have developed their cultural industries. Trade in the cultural commodities dealt with in this report has a double characteristic: much inter-trading among the developed countries (which accounts in the case of some products for as much as 90 per cent of trade in these commodities) and a 'one-way' flow from the developed countries to developing ones, with a few exceptions such as Hong Kong, Singapore, the Republic of Korea, to which the term 'developing country' is rapidly dropping out of significance.

We shall next consider the trade of cultural goods by region, and immediately the disparities just referred to will become apparent. The extent of the disparities between regions will be matched by that which exists for disparities within regions.

International trade in cultural goods by region

World exports of cultural goods increased from US\$6,818 million in 1970 to \$39,026 million in 1980, in other words were multiplied 5.7 times. During the same decade developing countries increased their exports of all cultural goods over 15.5 times, i.e. from US\$257 million in 1970 to \$3,985 million in 1980; developed countries experienced a lower growth rate (5.3 times) but the value of their exports increased from US\$6,561 million in 1970 to \$35,041 million in 1980, representing nearly 90 per cent of the world total.

In 1970, the developing countries accounted for only 3.8 per cent of world exports and the developed countries for as much as 96.2 per cent; by 1980 developing countries had increased their percentage to 10.2, which represents a relatively important increase over the decade.

On the import side the share of the developing countries in the world total, for both 1970 and 1980, was relatively higher than for exports: i.e. 12.3 and 16.4 per cent with values of US\$830 million and \$6,234 million respectively. The developing countries registered a trade deficit of US\$573 million in 1970 and \$2,249 million in 1980 in these cultural commodities, while the developed countries had a surplus of \$647 million in 1970 and one of \$3,205 million in 1980.

Exports of these commodities by the developing countries (and to a lesser extent imports) have become mainly the business of three countries, namely Hong Kong, the Republic of Korea

and Singapore. In 1970, for example, these three countries accounted for 56 per cent of 'cultural' exports by developing countries, a figure which increased to 85 per cent in 1980. As regards imports of cultural goods by developing countries, these three countries accounted for only about 24 per cent in 1970 and for approximately 32 per cent in 1980. A fact emerges from the above: the developing countries as a whole imported more cultural goods than they had exported. The negative trade balance would have been even larger if Hong Kong, the Republic of Korea and Singapore did not have a trade surplus like the one they had in 1980, i.e. US\$1,387 million.

International trade in cultural goods is distributed very unevenly among the developing regions. In 1970 Africa accounted for 3.1 per cent of the total exports of developing countries; in 1980 its share had fallen to approximately 0.5 per cent. Exports of developing America accounted for 30.7 per cent of that total in 1970 (due mainly to Latin America with 29.6 per cent) but the next ten years witnessed a drastic reduction of that percentage to 8.6. The reason was the sharp increase of exports by Asia, particularly 'South-East Asia' (sometimes referred to as 'Other Asia' in United Nations publications on international trade). One figure would suffice to illustrate this fact. Hong Kong, the Republic of Korea and Singapore, whose trade statistics are included in 'Other Asia', made up in 1980 almost 97 per cent of exports of this subregion. Asia as a whole in 1970 accounted for 66.2 per cent of the total exports of developing countries, of which 'Other Asia' took 62.3 per cent, the figures for 1980 being 90.9 and 88.0 per cent respectively. With regard to imports of cultural goods by developing countries, disparities among the regions were less marked. In 1970 Africa accounted for 18.9 per cent of the developing world's cultural imports, but by 1980 that share had declined to 9.2 per cent. For these years the figures for America were 37.8 and 28.0 per cent respectively (Latin America 32.5 and 23.8 per cent). The percentages for Asia stood at 42.5 and 62.1 for these years. 'Other Asia' was responsible for 35.1 and 40.7 respectively. As can be seen from the figures cited earlier for exports and imports, the developing regions had experienced during the period a growing deficit in their trade balance of cultural goods. In 1970 the developing world as a whole had a negative balance of US\$573 million, which ten years later, in 1980, had reached \$2,249 million; i.e. it had nearly quadrupled. In 1970 all the developing regions had a deficit in their cultural trade: Africa had a negative balance of US\$149 million; developing America's deficit was \$235 million, of which \$194 million was accounted for by Latin America. Of Asia's deficit which amounted to US\$183 million, \$52 million was accounted for by the Middle East. By 1980 the developing world's deficit would have reached US\$3,594 million, had it not been for the huge surplus of \$1,387 million registered collectively by Hong Kong, the Republic of Korea and Singapore in that year. These three countries had multiplied by 24 times the value of their collective exports during the decade - i.e. from \$143 million in 1970 to \$3,392 million in 1980. Africa's deficit in 1980 reached US\$554 million, of which \$426 million were accounted for by North Africa. America (North and South) had increased its deficit almost six times by 1980, to reach US\$1,405 million, of which Latin America accounted for \$1,164 million or 83 per cent. In 1980, Asia's deficit was comparatively small, amounting to US\$248 million, but if the huge surplus of the three big Asian exporters (\$1,387 million) were excluded, the deficit for the rest of Asia would have reached \$1,635 million, with the Middle East alone accounting for \$1,215 million of these.

1. A. Girard, *Cultural industries: a handicap or a new opportunity?* in *Cultural industries. A challenge for the future of culture*, Unesco, 1982, p. 35.

2. Italics added.

Developed countries during the decade 1970-1980 substantially increased both their exports and imports of cultural goods. Exports of these goods owed much to countries of the EEC and to Japan: in both 1970 and 1980, they altogether accounted for around 77 per cent of exports of the developed countries, which amounted to US\$6,561 million and \$35,041 million respectively. North America (United States of America and Canada) with exports valued at US\$1,024 million in 1970 and \$5,347 million in 1980 took approximately the same share of world exports, with 15.6 per cent and 15.3 per cent respectively. Europe as a whole stood first among the developed regions in both 1970 and 1980 with US\$3,538 million and \$17,079 million respectively. But in relative terms the share of Europe in the developed countries' total declined from 53.9 per cent to 48.7 per cent during the period. Japan's exports, on the contrary, grew very rapidly. From US\$1,973 million in 1970, exports shot up to \$12,385 million in 1980, resulting in an increase from 30.1 per cent to 35.3 per cent of the total exports of the developed countries.

Imports by developed countries during the decade have grown from US\$5,914 million in 1970 to \$31,836 million in 1980, and were mostly accounted for by Europe and North America whose combined share stood at 93 per cent for both years. It should be noted, however, that this combined figure was made up of varying figures for these regions for the years under reference. In 1970, North America accounted for 37.8 per cent and Europe 55.5 per cent of total imports. In 1980 the figures were 26.4 per cent and 66.8 per cent respectively.

Europe showed the highest values for both imports and exports. Imports amounted to US\$ 3,282 million in 1970 and to \$21,251 million in 1980, of which the EEC had the lion's share, i.e. \$2,428 and \$16,593 million respectively.

North America increased its imports from US\$2,234 million in 1970 to \$8,395 million in 1980. Although Japan's imports increased nearly six-fold during the decade (from US\$173 million to \$1,019 million), her share in the developed countries' total remained almost unchanged, at around 3 per cent. Developed Oceania (Australia and New Zealand) shared approximately the same percentage as Japan of the developed countries' total imports.

As a result of the above developments in exports and imports, the negative trade balance of North America had kept increasing, the deficit growing from US\$1,210 million in 1970 to \$3,048 million in 1980 (the United States accounted for roughly two-thirds of that deficit). In 1970 Europe as a whole had a surplus of US\$256 million which was due to a positive balance of the EEC (\$631 million) and a negative one of the countries of EFTA (the European Free Trade Association) and 'other' Europe taken together (\$375 million). For 1970 the developed countries' balance was positive, amounting to US\$647 million, made up of a surplus for Asia (Japan) and Europe (the EEC) amounting to \$2,408 million and of a deficit for the other regions and subregions amounting to \$1,781 million. In 1980 the increased surplus of the developed countries was due entirely to the enormous positive balance of Japan: her surplus stood at US\$11,366 million, alongside a deficit of \$8,161 million for the other developed regions, resulting in a \$3,205 million positive balance for the developed world.

The following Table 3 shows the trend of international exchanges in cultural goods during the past decade. Tables 4, 5, 6 and 7 illustrate the distribution of exports and imports of cultural goods by the cultural categories of the Unesco Framework for Cultural Statistics for the different regions, in 1970 and in 1980.

Table 3: Exports, imports and balance in trade of all cultural goods by regions in 1970 and 1980
(Values in millions of US dollars; percentage as of world total¹)

	1970					1980				
	Exports		Imports		Balance	Exports		Imports		Balance
	Value	%	Value	%	Value + or -	Value	%	Value	%	Value + or -
WORLD	6,818	100	6,744	100	²	39,026	100	38,070	100	²
DEVELOPING COUNTRIES	257	3.77	830	12.31	-573	3,985	10.21	6,234	16.37	-2,249
Africa	8	0.12	157	2.32	-149	18	0.04	572	1.50	-554
North Africa	6	0.09	62	0.92	-56	8	0.02	434	1.14	-426
Central Africa	0	0.00	11	0.15	-11	1	0.00	19	0.05	-18
Other Africa	2	0.03	84	1.25	-82	9	0.02	119	0.31	-110
America	79	1.16	314	4.67	-235	342	0.88	1,747	4.59	-1,405
Latin America	76	1.11	270	4.00	-194	321	0.82	1,485	3.90	-1,164
Other America	3	0.05	44	0.67	-41	21	0.06	262	0.69	-241
Asia	170	2.49	353	5.22	-183	3,624	9.29	3,872	10.17	-248
Middle East	10	0.15	62	0.92	-52	118	0.31	1,333	3.50	-1,215
Other Asia	160	2.34	291	4.30	-131	3,506	8.98	2,539	6.67	+967
Oceania	0	0.00	6	0.10	-6	1	0.00	43	0.11	-42
DEVELOPED COUNTRIES	6,561	96.23	5,914	87.69	+647	35,041	89.79	31,836	83.63	+3,205
North America	1,024	15.02	2,234	33.13	-1,210	5,347	13.70	8,395	22.05	-3,048
USA	964	14.15	1,753	25.98	-789	4,720	12.09	6,570	17.26	-1,850
Asia	1,981	29.07	204	3.02	+1,777	12,472	31.96	1,111	2.92	+11,361
Japan	1,973	28.94	173	2.58	+1,800	12,385	31.74	1,019	2.68	+11,366
Europe	3,538	51.89	3,282	48.64	+256	17,079	43.76	21,251	55.83	-4,172
EEC	3,059	44.86	2,428	35.98	+631	14,573	37.34	16,593	43.59	-2,020
EFTA	396	5.81	743	11.02	-347	1,930	4.95	3,841	10.09	-1,911
Other Europe	83	1.22	111	1.64	-28	576	1.47	817	2.15	-241
Oceania	18	0.25	194	2.90	-176	143	0.37	1,079	2.83	-936

1. Percentages have been calculated from unrounded absolute figures so that the smallest fraction of the share could be reflected, especially in the upper part of the table.
2. Inapplicable due to divergence in methodology of calculation of world totals in exports and imports.

Table 4: World exports of cultural goods by region in 1970
(Values in millions of US dollars; percentage as of world and regional totals)

	CULTURAL GOODS TOTAL		Printed matter		Music		Visual arts		Cinema and photography		Radio and television	
	Value	%	Value	%	Value	%	Value	%	Value	%	Value	%
WORLD	6,818	100.0	1,456	21.4	1,623	23.8	235	3.4	1,557	22.8	1,947	28.6
DEVELOPING COUNTRIES	257	100.0	64	24.9	25	9.7	3	1.2	16	6.2	149	58.0
Africa	8	100.0	6	75.0	1	12.5	0	0.0	0	0.0	1	12.5
N. Africa	6	100.0	5	83.3	0	0.0	0	0.0	0	0.0	1	16.7
C. Africa	0		0		0		0		0		0	
Other Africa	2	100.0	1	50.0	1	50.0	0	0.0	0	0.0	0	0.0
America	79	100.0	41	51.9	9	11.4	1	1.3	3	3.8	25	31.6
L. America	76	100.0	40	52.6	7	9.2	1	1.3	3	4.0	25	32.9
Other America	3	100.0	1	33.3	2	66.7	0	0.0	0	0.0	0	0.0
Asia	170	100.0	17	10.0	15	8.8	2	1.2	13	7.6	123	72.4
Middle East	10	100.0	5	50.0	1	10.0	0	0.0	0	0.0	4	40.0
Other Asia	160	100.0	12	7.5	14	8.8	2	1.3	13	8.1	119	74.4
Oceania	0		0		0		0		0		0	
DEVELOPED COUNTRIES	6,561	100.0	1,392	21.2	1,598	24.4	232	3.5	1,541	23.5	1,798	27.4
N. America	1,024	100.0	330	32.2	225	22.0	41	4.0	321	31.3	107	10.5
USA	964	100.0	319	33.1	222	23.0	41	4.3	304	31.5	78	8.1
Asia	1,981	100.0	46	2.3	582	29.4	2	0.1	271	13.7	1,080	54.5
Japan	1,973	100.0	40	2.0	582	29.5	1	0.1	271	13.7	1,079	54.7
Europe	3,538	100.0	1,008	28.5	790	22.3	188	5.3	942	26.6	610	17.3
EEC	3,059	100.0	829	27.1	691	22.6	154	5.0	891	29.1	494	16.2
EFTA	396	100.0	110	27.8	95	24.0	33	8.3	48	12.1	110	27.8
Other Europe	83	100.0	69	83.2	4	4.8	1	1.2	3	3.6	6	7.2
Oceania	18	100.0	8	44.4	1	5.6	1	5.6	7	38.8	1	5.6

Table 5: World imports of cultural goods by region in 1970
(Values in millions of US dollars; percentage as of world and regional totals)

	CULTURAL GOODS TOTAL		Printed matter		Music		Visual arts		Cinema and photography		Radio and television	
	Value	%	Value	%	Value	%	Value	%	Value	%	Value	%
WORLD	6,744	100.0	1,515	22.5	1,616	24.0	304	4.5	1,511	22.4	1,798	26.6
DEVELOPING COUNTRIES	830	100.0	217	26.1	176	21.2	6	0.7	204	24.6	227	27.4
Africa	157	100.0	52	33.1	24	15.3	1	0.6	32	20.4	48	30.6
N. Africa	62	100.0	20	32.3	7	11.3	0	0.0	11	17.7	24	38.7
C. Africa	11	100.0	3	27.3	2	18.2	0	0.0	1	9.1	5	45.4
Other Africa	84	100.0	29	34.5	15	17.9	1	1.2	20	23.8	19	22.6
America	314	100.0	113	36.0	70	22.3	4	1.3	92	29.3	35	11.1
L. America	270	100.0	100	37.0	58	21.5	4	1.5	82	30.4	26	9.6
Other America	44	100.0	13	29.5	12	27.3	0	0.0	10	22.7	9	20.5
Asia	353	100.0	51	14.4	80	22.7	1	0.3	79	22.4	142	40.2
Middle East	62	100.0	11	17.7	12	19.4	0	0.0	15	24.2	24	38.7
Other Asia	291	100.0	40	13.7	68	23.4	1	0.3	64	22.0	118	40.6
Oceania	6	100.0	1	16.7	2	33.3	0	0.0	1	16.7	2	33.3
DEVELOPED COUNTRIES	5,914	100.0	1,298	21.9	1,440	24.4	298	5.0	1,307	22.1	1,571	26.6
N. America	2,234	100.0	378	16.9	585	26.2	108	4.8	290	13.0	873	39.1
USA	1,753	100.0	155	8.9	505	28.8	97	5.5	202	11.5	794	45.3
Asia	204	100.0	61	29.9	42	20.6	31	15.2	56	27.5	14	6.8
Japan	173	100.0	56	32.4	38	22.0	28	16.2	49	28.3	2	1.1
Europe	3,282	100.0	766	23.3	773	23.5	157	4.8	911	27.8	675	20.6
EEC	2,428	100.0	557	23.0	595	24.5	131	5.4	683	28.1	462	19.0
EFTA	743	100.0	184	24.8	155	20.8	25	3.4	183	24.6	196	26.4
Other Europe	111	100.0	25	22.5	23	20.7	1	0.9	45	40.6	17	15.3
Oceania	194	100.0	93	47.9	40	20.6	2	1.0	50	25.8	9	4.7

Table 6: World exports of cultural goods by region in 1980
(Values in millions of US dollars; percentage as of world and regional totals)

	CULTURAL GOODS TOTAL		Printed matter		Music		Visual arts		Cinema and photography		Radio and television	
	Value	%	Value	%	Value	%	Value	%	Value	%	Value	%
WORLD	39,026	100.0	6,946	17.8	10,349	26.5	1,123	2.9	9,209	23.6	11,399	29.2
DEVELOPING COUNTRIES	3,985	100.0	321	8.1	666	16.7	25	0.6	302	7.6	2,671	67.0
Africa	18	100.0	10	55.7	1	5.5	1	5.5	1	5.5	5	27.8
N. Africa	8	100.0	2	25.0	0	0.0	0	0.0	1	12.5	5	62.5
C. Africa	1	100.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0
Other Africa	9	100.0	7	77.8	1	11.1	1	11.1	0	0.0	0	0.0
America	342	100.0	128	37.4	25	7.3	3	0.9	82	24.0	104	30.4
L. America	321	100.0	119	37.1	15	4.7	3	0.9	82	25.5	102	31.8
Other America	21	100.0	9	42.9	10	47.6	0	0.0	0	0.0	2	9.5
Asia	3,624	100.0	182	5.0	640	17.7	21	0.6	219	6.0	2,562	70.7
Middle East	118	100.0	4	3.4	39	33.0	0	0.0	4	3.4	71	60.2
Other Asia	3,506	100.0	178	5.1	601	17.1	21	0.6	215	6.1	2,491	71.1
Oceania	1	100.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0
DEVELOPED COUNTRIES	35,041	100.0	6,625	18.9	9,683	27.6	1,098	3.2	8,907	25.4	8,728	24.9
N. America	5,347	100.0	1,127	21.1	1,574	29.4	162	3.0	1,952	36.5	532	10.0
USA	4,720	100.0	1,049	22.2	1,113	23.6	162	3.4	1,864	39.5	532	11.3
Asia	12,472	100.0	173	1.4	5,146	41.2	9	0.1	2,372	19.0	4,772	38.3
Japan	12,385	100.0	157	1.3	5,138	41.5	4	0.0	2,352	19.0	4,734	38.2
Europe	17,079	100.0	5,274	30.9	2,953	17.3	917	5.4	4,514	26.4	3,421	20.0
EEC	14,573	100.0	4,210	28.9	2,668	18.3	756	5.2	4,117	28.2	2,822	19.4
EFTA	1,930	100.0	616	31.9	254	13.2	153	7.9	365	18.9	542	28.1
Other Europe	576	100.0	448	77.8	31	5.4	8	1.4	32	5.5	57	9.9
Oceania	143	100.0	51	35.7	10	7.0	10	7.0	69	48.2	3	2.1

Table 7: World imports of cultural goods by region in 1980
(Values in millions of US dollars; percentage as of world and regional totals)

	CULTURAL GOODS TOTAL		Printed matter		Music		Visual arts		Cinema and photography		Radio and television	
	Value	%	Value	%	Value	%	Value	%	Value	%	Value	%
WORLD	38,070	100.0	6,996	18.4	9,901	26.0	1,666	4.4	8,905	23.4	10,602	27.8
DEVELOPING COUNTRIES	6,234	100.0	811	13.0	1,693	27.2	20	0.3	1,286	20.6	2,424	38.9
Africa	572	100.0	157	27.4	69	12.1	0	0.0	91	15.9	255	44.6
N. Africa	434	100.0	95	21.9	52	12.0	0	0.0	62	14.3	225	51.8
C. Africa	19	100.0	12	63.2	1	5.3	0	0.0	4	21.0	2	10.5
Other Africa	119	100.0	50	42.0	16	13.5	0	0.0	25	21.0	28	23.5
America	1,747	100.0	381	21.8	334	19.1	5	0.3	392	22.5	635	36.3
L. America	1,485	100.0	289	19.5	286	19.2	5	0.3	338	22.8	567	38.2
Other America	262	100.0	92	35.1	48	18.3	0	0.0	54	20.6	68	26.0
Asia	3,872	100.0	262	6.8	1,279	33.0	15	0.4	795	20.5	1,521	39.3
Middle East	1,333	100.0	72	5.4	464	34.8	5	0.4	221	16.6	571	42.8
Other Asia	2,539	100.0	190	7.5	815	32.1	10	0.4	574	22.6	950	37.4
Oceania	43	100.0	11	25.6	11	25.6	0	0.0	8	18.6	13	30.2
DEVELOPED COUNTRIES	31,836	100.0	6,185	19.4	8,208	25.8	1,646	5.2	7,619	23.9	8,178	25.7
N. America	8,395	100.0	1,310	15.6	2,279	27.2	528	6.3	1,555	18.5	2,723	32.4
USA	6,570	100.0	586	8.9	2,002	30.5	480	7.3	1,131	17.2	2,371	36.1
Asia	1,111	100.0	204	18.3	244	22.0	172	15.5	390	35.1	101	9.1
Japan	1,019	100.0	189	18.6	225	22.1	155	15.2	366	35.9	84	8.2
Europe	21,251	100.0	4,297	20.2	5,435	25.6	906	4.3	5,439	25.6	5,174	24.3
EEC	16,593	100.0	3,099	18.7	4,393	26.5	774	4.6	4,296	25.9	4,031	24.3
EFTA	3,841	100.0	1,094	28.5	836	21.8	124	3.2	893	23.2	894	23.3
Other Europe	817	100.0	104	12.7	206	25.2	8	1.0	250	30.6	249	30.5
Oceania	1,079	100.0	374	34.6	250	23.2	40	3.7	235	21.8	180	16.7

A useful follow-up to the foregoing analysis would be to illustrate the results of international exchanges in cultural goods by showing world imports by 'cultural' category of the Unesco Framework for Cultural Statistics (FCS).

World imports of cultural goods by category in 1970 and 1980

Importation of world cultural goods increased during the decade from US\$6,745 million to \$38,070 million, i.e. approximately 5.6 times. Within the world total for the period, the distribution between the cultural categories had undergone by and large only slight changes.

In 1970 'printed matter' accounted for 22.5 per cent of the world total (books 11.8 per cent, newspapers and periodicals 5.2 per cent, other printed matter 5.5 per cent); in 1980 the percentage of this category fell to 18.4 (books 8.9 per cent, newspapers 4.1 per cent and other printed matter 5.4 per cent).

'Music' shared 24 per cent in 1970 and 26 per cent in 1980 of the world total. Within this category, the distribution in 1970 was in favour of record players, tape recorders and accessories which altogether made up 15.5 per cent. In 1980 the figure hardly changed and stood at 15.3 per cent. The share of musical instruments was relatively low: 3.6 per cent in 1970 and 3.8 per cent in 1980.

The value of world imports of 'visual arts' during the decade increased 5.5 times. However, the percentage of the total value of imports going to that category and its components was fairly stable in 1970 and 1980, standing at around 4.5 per cent.

The category 'cinema and photography' accounted for 22.4 per cent in 1970 and 23.4 per cent of total imports in 1980, broken down by subcategories as follows: photo cameras 6.9 and 6.6 per cent, cinematographic cameras 2.3 and 1.4 per cent, photo and cinema supplies 13.2 and 15.4 per cent for 1970 and 1980 respectively.

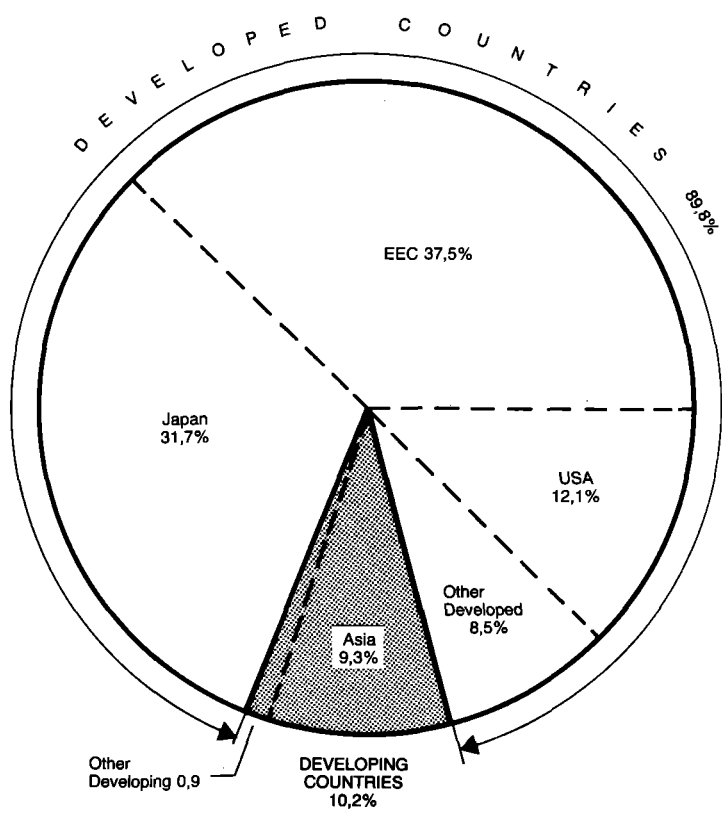
'Radio and television receivers' accounted for more than one-quarter of the world imports both in 1970 and in 1980, television receivers 15.5 and 15.3 per cent, radio receivers 11.1 and 12.5 per cent respectively.

The next chapter contains detailed descriptions of the international exchanges in individual cultural goods grouped into relevant categories of the FCS.

Table 8: World imports of cultural goods by category
(Values in millions of US dollars; percentage as of world total)

Cultural categories and goods	1970		1980	
	Value	%	Value	%
PRINTED MATTER AND LITERATURE	1,515.1	22.5	6,995.5	18.4
- Books	794.6	11.8	3,398.5	8.9
- Newspapers and periodicals	347.4	5.2	1,564.4	4.1
- Other printed matter	373.1	5.5	2,032.6	5.4
MUSIC	1,616.2	24.0	9,901.3	26.0
- Gramophones, tape-recorders and their accessories	1,047.0	15.5	5,835.6	15.3
- Records and tapes	330.6	4.9	2,614.0	6.9
- Musical instruments	238.6	3.6	1,451.7	3.8
VISUAL ARTS	304.3	4.5	1,665.7	4.4
- Paintings, drawings and pastels	259.3	3.8	1,407.3	3.7
- Original engravings, prints and lithographs	14.0	0.2	104.5	0.3
- Original sculptures and statuary	31.0	0.5	153.9	0.4
CINEMA AND PHOTOGRAPHY	1,511.4	22.4	8,905.4	23.4
- Photographic cameras	466.8	6.9	2,529.4	6.6
- Cinematographic cameras	153.1	2.3	521.5	1.4
- Photographic and cinematographic supplies	891.5	13.2	5,854.5	15.4
RADIO AND TELEVISION	1,798.1	26.6	10,601.8	27.8
- Television receivers	1,047.1	15.5	5,848.0	15.3
- Radio receivers	751.0	11.1	4,753.8	12.5
WORLD TOTAL	6,745.1	100.0	38,069.7	100.0

Diagram 1
World exports of cultural goods in 1980



World imports of cultural goods in 1980

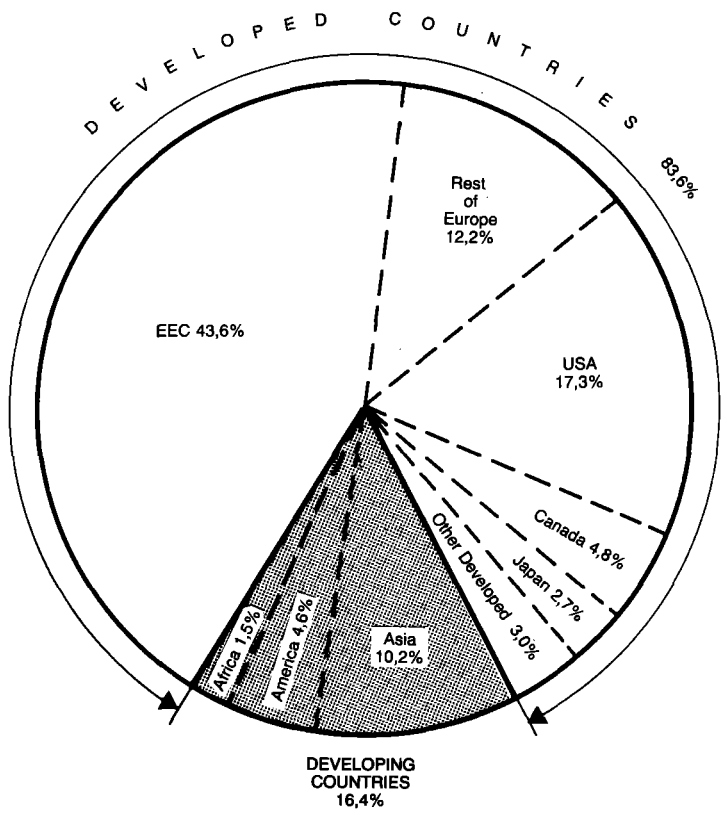


Diagram 2
Share of different categories and goods in world imports in 1980

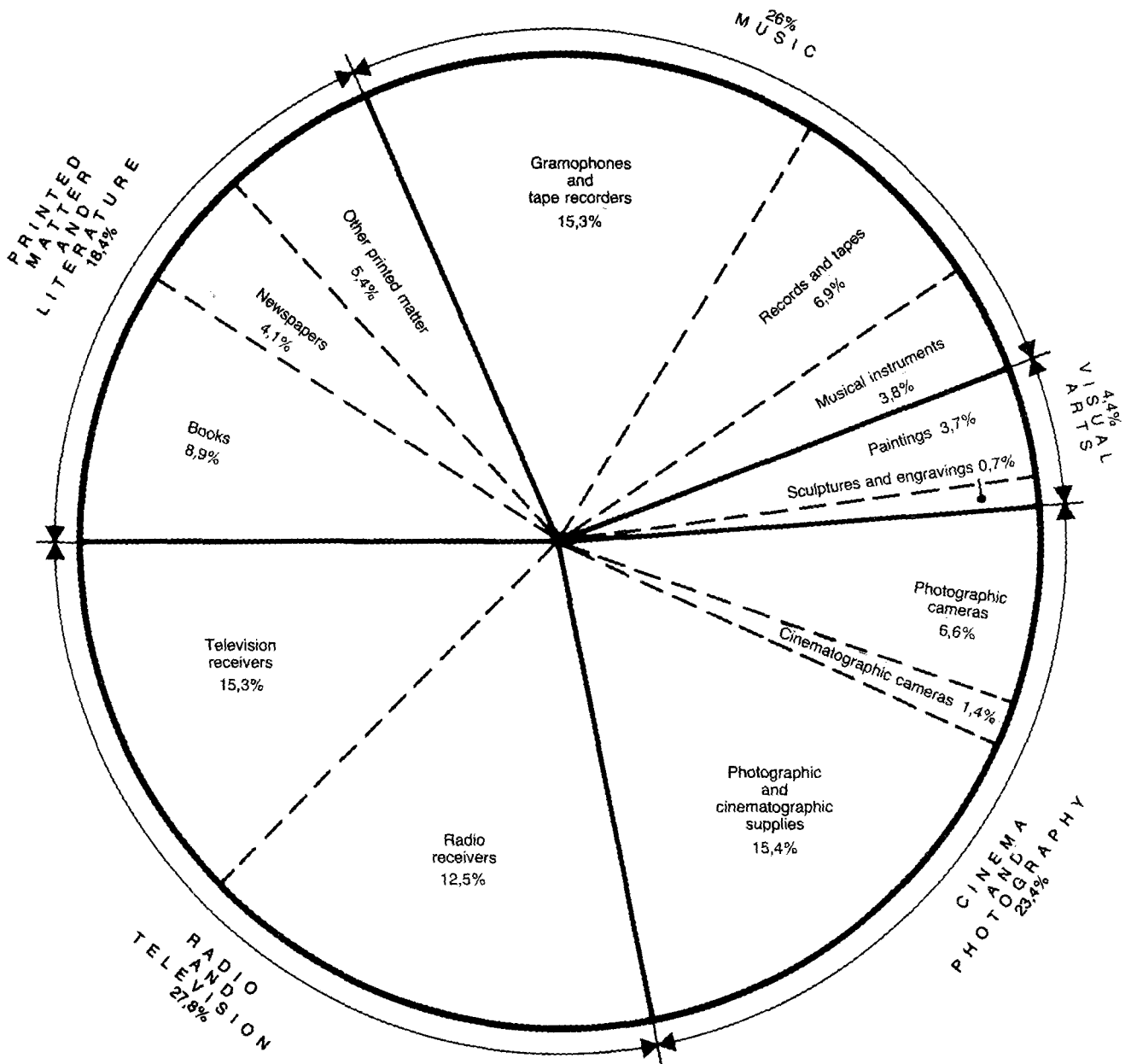
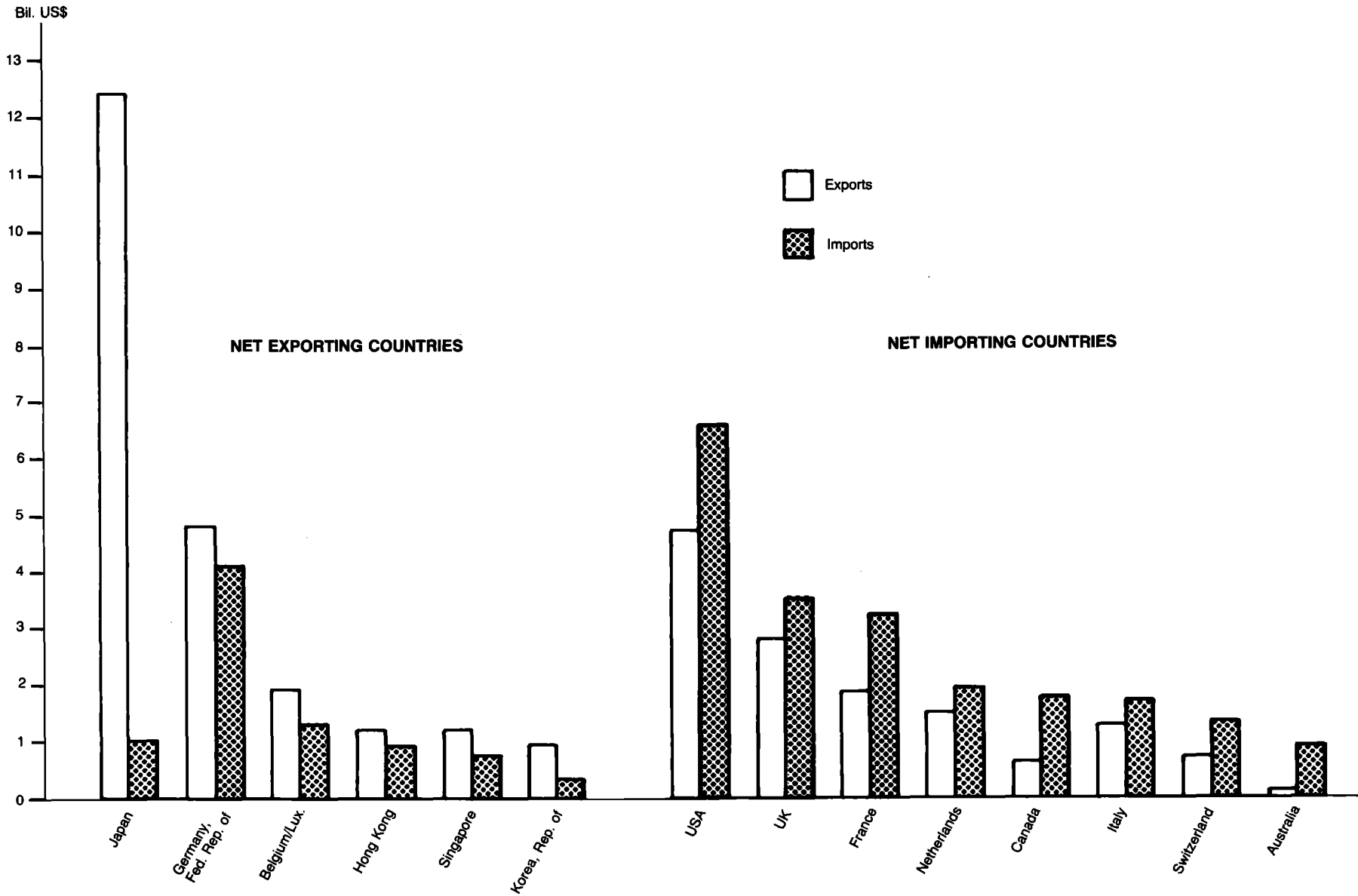


Diagram 3
Main net exporting and net importing countries of cultural goods in 1980
(Values in billions of US dollars)



III. MAIN FLOWS OF INDIVIDUAL CULTURAL GOODS: MAJOR EXPORTING AND IMPORTING COUNTRIES

A. CATEGORY 1 - PRINTED MATTER AND LITERATURE

Three groups of goods are included under this category:

1a. *Books*. This heading is understood to cover printed books, pamphlets, etc., children's picture and painting books.

1b. *Newspapers and periodicals*

1c. *Other printed matter*. Under this 'umbrella' are grouped: maps, hydrographic charts, etc., transfers (decalcomanias), picture postcards, picture greeting cards, etc. (printed by any process), calendars (including calendar blocks), and other printed matter (e.g. printed pictures and photographs).

1a. BOOKS

The international book trade would appear relatively insignificant when seen from the purely economic angle. From the political and cultural viewpoints, such trade tells a different story which does not call for elaboration.

Exportation of books

World exports of books increased rapidly during the 1970s. The total value of world exports more than doubled every five-year period of that decade, jumping from US\$755 million in 1970 to \$1,554 million in 1975 and to \$3,423 in 1980.

The ten major exporters of books accounted for 88 per cent of the world total in 1970 and for about 86 per cent in both 1975 and 1980 (see Table 9 where these countries are listed in order of importance in 1980). The list of the major exporters is headed by the United States of America which registered a three-fold increase of its exports from 1970 to 1980. The share of the United States in the world total was the highest among these ten countries, despite a relative decrease during the period, from about 24 per cent in 1970 to 18 per cent in 1975 and 17 per cent in 1980. This relative decrease for the United States is explained by higher rates of growth for the other countries. Thus, in 1980 the United Kingdom exported books valued at US\$556 million

(being placed second only to the United States), thereby registering a five-fold increase over the figure for 1970. In both 1970 and 1975, the share of the United Kingdom in the world total stood at around 15 per cent; in 1980 it was more than 16 per cent.

Throughout the period, the Federal Republic of Germany had third place among the major exporters, with a share in the world total almost unchanged at around 12 per cent. In real terms, however, exports of the Federal Republic of Germany more than doubled from 1970 to 1975 (US\$87 million against \$194 million). The next five years saw another doubling of these exports, reaching US\$410 million in 1980.

The performance of France was like that of the Federal Republic of Germany, a doubling of her exports (US\$71 million against \$160 million). But in 1980 France, which was fourth immediately after the Federal Republic of Germany in 1970, was overtaken by Spain with its export figure of US\$361 million compared with French exports of \$305 million. The emergence of Spain as an exporter of books should not come as a surprise. The impression that France, because of its culture and its former empire, would be a net exporter of books in value ignores two facts: (i) that the number of literates in French is much smaller than the number of literates in English and in German; (ii) that French ex-colonies, whose number is impressive, do not import large quantities of French books because of the high prices of imported books, the low level of literacy in these countries, and last but not least the relatively poor reading habits of the literates themselves. Spain, on the other hand, has former colonies which now form a new world of Hispanic culture with a high absorbent capacity for Spanish works.

Four of the other major exporters (Italy, Netherlands, Belgium-Luxembourg and Switzerland) have been travelling on nearly parallel trajectories during the decade with some occasional reshuffling within the group. In 1970 Netherlands and Switzerland were at the top of the list, both having export values of US\$35.6 million; Italy was third with US\$34.5 million and Belgium-Luxembourg closed the group with \$27.7 million. In 1975 Belgium-Luxembourg was heading the list with US\$83.4 million, Switzerland and the Netherlands taking second and

Table 9: Major exporters of books
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	183.3	24.3	281.2	18.1	596.7	17.4
United Kingdom	112.6	14.9	232.0	14.9	556.4	16.3
Germany, Fed. Rep. of	86.9	11.5	194.1	12.5	410.0	12.0
Spain	56.3	7.5	131.1	8.4	360.8	10.5
France	70.6	9.3	159.6	10.3	304.5	8.9
Italy	34.5	4.6	69.2	4.5	175.2	5.1
Netherlands	35.6	4.7	77.9	5.0	172.1	5.0
Belgium-Luxembourg	27.7	3.7	83.4	5.4	171.2	5.0
Switzerland	35.6	4.7	80.0	5.2	146.8	4.3
Japan	20.7	2.7	22.1	1.4	67.9	2.0
Subtotal for ten countries	663.8	87.9	1,330.6	85.7	2,961.6	86.5
World total	755.4	100.0	1,553.6	100.0	3,422.6	100.0

third places respectively, these three countries exporting for around \$80 million each. Italy was fourth with US\$69.2 million. By 1980 Italy, Belgium-Luxembourg and the Netherlands, in that order, had more than doubled their exports of 1975 with relatively small differences between them. Switzerland, which in 1970 had topped the list, had moved into fourth position, having registered in 1980 an increase of 83 per cent only over the figure for 1975.

Japan's performance was rather moderate compared with that of the other major exporters both in terms of value and of share in the world total. In 1980 Japan exported books valued at US\$68 million which represented 2 per cent of the world total, the values in 1970 and 1975 being \$21 million and \$22 million respectively.

Importation of books

The list of the major importing countries (ranked by import values in 1980) has included all the 'big ten' exporters plus another six countries. During the 1970-1980 decade, this group of 16 countries imported about 80 per cent of the world total. In 1975 that total was US\$1,670 million representing a 110 per cent increase over the figure for 1970, i.e. it more than doubled during that five-year period. Imports again doubled during the next five years to reach almost US\$3,400 million in 1980. In 1970 the list of the major importers was headed by Canada. This distinction has been held by Canada ever since, even though both France and the United States have been closing in, followed by the United Kingdom.

Table 10 illustrates the movement among the 16 major importers of books during the decade. The upper part of the list has changed only slightly over the period. In 1970 and 1975 the first ten were the same, with some 'internal' reshuffling. In 1980 Japan had fallen out of the group of ten, her place having been taken by Austria. The 'big five' among the major importers, namely Canada, France, the United States, United Kingdom and the Federal Republic of Germany had been importing a big part of the world total during the decade. Thus in 1970 the group imported books valued at US\$383 million, which accounted for almost half of the world total. Their share had fallen to 43 per cent in 1975 and then recovered slightly in 1980 when the value stood at US\$1,532 million, representing 45 per cent of the world total.

French imports in 1970 represented less than 80 per cent of imports by the United States. In 1975 France had moved slightly ahead of the United States with US\$149 million, compared to the United States' figure of \$147 million. During the next five-year period both countries more than doubled their imports and in 1980 they again stood nearly abreast with US\$333 million for France and \$324 million for the United States.

During the decade 1970-1980 the United Kingdom and the Federal Republic of Germany multiplied their importation of books 5.5 and 5.7 times respectively. Though the Federal Republic of Germany started with a relatively small base (US\$41 million compared to \$54 million for the United Kingdom), her higher growth rate allowed her to reach \$235 million in 1980 coming next to the United Kingdom with \$298 million. The 11 remaining importers could be roughly classified (according to import values in 1980) into two groups, i.e. those having in 1980 import figures of between US\$100-200 million and those with figures under \$100 million. The first group included Australia (US\$200 million), Switzerland (\$189 million), Belgium-Luxembourg (\$186 million), Netherlands (\$183 million), Austria (\$130 million) and Japan (\$102 million). The second one consisted of five other countries: Argentina (\$72 million), Sweden (\$70 million), New Zealand (\$64 million), Italy (\$39 million) and Colombia (\$36 million).

Trade balance in book exchange

Table 11 lists five net exporters in the upper part of the table and ten net importers in the lower part, the countries being ranked according to their balance in 1980. Canada is not shown in the table due to unavailability of data on her exports for all the years in the table.¹

Spain was heading the list of net exporters in 1980 with a balance of US\$329 million. The United States and the United Kingdom both outdistanced Spain for export; the trade balance was smaller (US\$273 and \$259 million respectively) because they imported 9 to 10 times as much as Spain. Otherwise the favourable trade balance of both the United States and the

1. There are estimates which indicate the value of exports being around US\$30 million in 1975, which means approximately one-seventh of imports in that year.

Table 10: Major importers of books
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Canada	123.6	15.6	204.3	12.2	342.2	10.1
France	71.9	9.1	149.4	8.9	332.8	9.8
USA	91.7	11.5	146.9	8.8	324.2	9.5
United Kingdom	54.4	6.8	118.3	7.1	297.8	8.8
Germany, Fed. Rep. of	41.4	5.2	109.7	6.6	235.1	6.9
Australia	51.0	6.4	120.1	7.2	199.5	5.9
Switzerland	38.7	4.9	91.6	5.5	188.8	5.5
Belgium-Luxembourg	24.6	3.1	86.8	5.2	186.0	5.5
Netherlands	20.0	2.5	65.8	3.9	183.0	5.4
Austria	13.6	1.7	46.0	2.8	129.7	3.8
Japan	46.7	5.9	58.6	3.5	101.9	3.0
Argentina	8.6	1.1	11.4	0.7	71.8	2.1
Sweden	14.6	1.8	29.8	1.8	69.7	2.0
New Zealand	16.6	2.1	39.4	2.4	63.9	1.9
Italy	10.6	1.3	21.2	1.3	38.9	1.1
Colombia	13.6	1.7	19.4	1.1	36.0	1.1
Subtotal for sixteen countries	733.0	80.7	1,318.7	79.0	2,801.3	82.4
World total	794.6	100.0	1,669.5	100.0	3,398.5	100.0

United Kingdom had persisted and improved during the decade, with a somewhat parallel increase in both exports and imports. The other two net exporting countries, the Federal Republic of Germany and Italy, had increased their exports and imports considerably during the decade and achieved in 1980 a positive balance of US\$175 and \$136 million respectively.

Though the other ten countries are placed under 'net importers', some of them occasionally had a surplus in one year or another, usually not an important one, especially when compared with the other net exporters. Australia was heading the list of the net importers in 1970 with a negative balance of US\$47 million; in 1975 and 1980 the figures increased to \$108 million and \$175 million respectively.

from the United States and accounted for approximately two-thirds of the total EEC imports from the United States. Japan's share in the book exports of the United States has been diminishing rapidly from about 16 per cent in 1970, to 5 per cent in 1975 and dropping to under 4 per cent in 1980. Australia's share increased from about 6 per cent in 1970 to 10 per cent in 1975 and then fell slightly to 7 per cent in 1980. Only small quantities of books have been exported during the decade to Mexico and to Brazil (their share in the exports of the United States being comparatively insignificant). To sum up, the above countries altogether absorbed 85 per cent of book exports of the United States in 1970, 84 per cent in 1975 and 81 per cent in 1980.

Table 11: Trade balance and the relation between exports and imports in international exchange of books
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
Spain	56.3	10.0	+46.3	563	131.1	19.8	+111.3	662	360.8	31.7	+329.1	1,138
USA	183.3	91.7	+91.6	205	281.2	146.9	+134.3	191	596.7	324.2	+272.5	184
United Kingdom	112.6	54.4	+58.2	207	232.0	118.3	+113.7	196	556.4	297.8	+258.6	187
Germany, Fed. Rep. of	86.9	41.4	+41.5	210	194.1	109.7	+84.4	177	410.0	235.1	+174.9	174
Italy	34.5	10.6	+23.9	325	69.2	21.2	+48.0	326	175.2	38.9	+136.3	450
NET IMPORTING COUNTRIES*												
Australia	3.6	51.0	-47.4	7	11.9	120.1	-108.2	10	24.5	199.5	-175.0	12
Austria	13.7	13.6	+0.1	101	32.0	46.0	-14.0	70	61.7	129.7	-68.0	48
New Zealand	0.7	16.6	-15.9	4	1.4	39.4	-38.0	4	2.7	63.9	-61.2	4
Switzerland	35.6	38.7	-3.1	92	80.0	91.6	-11.6	87	146.8	188.8	-42.0	78
Sweden	8.5	14.6	-6.1	58	23.0	29.8	-6.8	77	35.3	69.7	-34.4	51
Japan	20.7	46.7	-26.0	44	22.1	58.6	-36.5	38	67.9	101.9	-34.0	67
France	70.6	71.9	-1.3	98	159.6	149.4	+10.2	107	304.5	332.8	-28.3	92
Argentina	12.3	8.6	+3.7	143	18.2	11.4	+6.8	160	44.8	71.8	-27.0	62
Belgium-Luxembourg	27.7	24.6	+3.1	113	83.4	86.8	-3.4	96	171.2	186.0	-14.8	92
Netherlands	35.6	20.0	+15.6	178	77.9	65.8	+12.1	118	172.1	183.0	-10.9	94

* According to balance in 1980

Countries trading with the five major exporters

Unlike other cultural goods of a 'neutral' nature (e.g. photo cameras, television or radio receivers, paintings, etc.) whose trade is determined by factors such as technological advance and competition, trading in books is governed by additional factors among which language holds a predominant place. Language as well as cultural parentage determine to a large extent the trading partners of the main exporters.

United States of America

It comes as no surprise that Canada is the major importer of books from the United States of America (45 per cent in 1970, 46 per cent in 1975 and 40 per cent in 1980). The EEC countries, as a group, have been taking second place, with 16 per cent in 1970, about 20 per cent in 1975 and around 25 per cent in 1980. Among countries of the EEC, quite naturally because of language, the United Kingdom was the biggest importer of books

United Kingdom

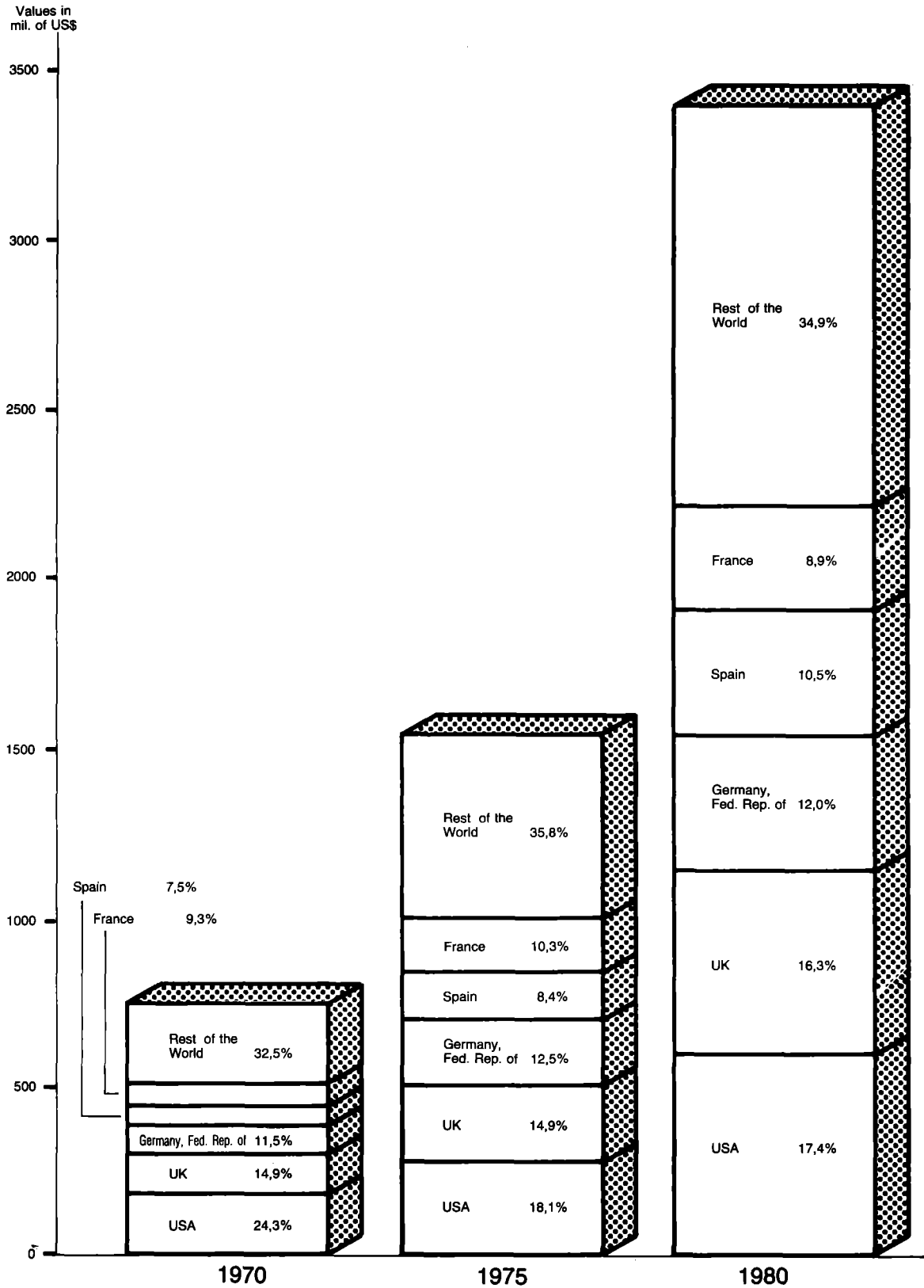
The United States of America was the main partner of the United Kingdom, taking 27 per cent of her exports in 1970, 22 per cent in 1975 and about 19 per cent in 1980. The share of the EEC countries slightly increased from about 14 per cent in 1970 to 16 per cent in 1975 and further to 21 per cent in 1980. Australia was buying quite an impressive amount of British books; in 1970 Australia's share in the book exports of the United Kingdom was nearly 17 per cent and in 1975 almost 18 per cent. In 1980 it had declined to 11 per cent. Australia and New Zealand together absorbed 20 per cent of the United Kingdom's book exports in 1970, almost 22 per cent in 1975 and 14 per cent in 1980. The value of book exports to Nigeria increased more than 15 times over the decade, and her share in the exports of the United Kingdom had grown correspondingly from approximately 4 per cent in 1970 to nearly 13 per cent in 1980. Exports to Canada were rather moderate, representing 6

Table 12: Main partner countries of the major exporters of books
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
UNITED STATES OF AMERICA							
To: World		183.3	100.0	281.2	100.0	596.7	100.0
Canada		82.1	44.8	128.2	45.6	236.8	39.7
EEC		28.6	15.6	55.0	19.6	147.1	24.7
United Kingdom		17.1	9.3	34.3	12.2	101.5	17.0
Netherlands		3.2	1.7	8.2	2.9	15.7	2.6
Germany, Fed. Rep. of		2.8	1.5	3.9	1.4	10.1	1.7
Australia		10.4	5.7	28.1	10.0	41.5	7.0
Mexico		3.1	1.7	6.5	2.3	22.4	3.8
Japan		28.4	15.5	14.6	5.2	22.1	3.7
Brazil		3.1	1.7	3.7	1.3	14.2	2.4
UNITED KINGDOM							
To: World		112.6	100.0	232.0	100.0	556.4	100.0
EEC		15.2	13.5	37.0	15.9	117.6	21.1
Netherlands		3.6	3.2	8.5	3.7	30.9	5.6
Ireland		4.2	3.7	9.7	4.2	28.7	5.2
Germany, Fed. Rep. of		2.8	2.5	6.8	2.9	20.5	3.7
France		1.2	1.1	3.8	1.6	13.9	2.5
USA		30.3	26.9	50.8	21.9	102.7	18.5
Nigeria		4.6	4.1	16.7	7.2	70.7	12.7
Australia		18.7	16.6	41.1	17.7	62.4	11.2
Canada		6.9	6.1	15.1	6.5	20.5	3.7
New Zealand		3.9	3.5	8.8	3.8	15.7	2.8
Singapore		1.5	1.3	3.3	1.4	10.5	1.9
Japan		5.4	4.8	4.3	1.9	9.7	1.7
GERMANY, FEDERAL REPUBLIC OF							
To: World		86.9	100.0	194.1	100.0	410.0	100.0
EEC		21.3	24.5	48.3	24.9	110.3	26.9
Netherlands		5.0	5.8	14.3	7.4	36.6	8.9
France		5.2	6.0	10.9	5.6	27.5	6.7
Belgium		2.9	3.3	7.1	3.7	15.9	3.9
Austria		15.6	18.0	47.0	24.2	106.8	26.0
Switzerland		23.1	26.6	50.7	26.1	104.2	25.4
USA		13.2	15.2	19.1	9.8	29.4	7.2
Japan		2.7	3.1	6.5	3.3	14.2	3.5
SPAIN							
To: World		56.3	100.0	131.1	100.0	360.8	100.0
LATIN AMERICA		42.4	75.3	80.3	61.3	245.9	68.2
Argentina		10.7	19.0	15.5	11.8	79.1	21.9
Mexico		8.1	14.4	19.9	15.2	70.1	19.4
Venezuela		6.6	11.7	15.4	11.7	34.4	9.5
Chile		5.4	9.6	4.7	3.6	19.4	5.4
Colombia		5.1	9.1	8.7	6.6	10.5	2.9
EEC		5.0	8.9	23.6	18.0	70.8	19.6
France		2.5	4.4	12.3	9.4	28.4	7.9
Netherlands		0.5	0.9	1.3	1.0	15.0	4.2
United Kingdom		1.1	2.0	5.9	4.5	10.6	2.9
USA		3.6	6.4	13.5	10.3	12.8	3.5
FRANCE							
To: World		70.6	100.0	159.6	100.0	304.5	100.0
Belgium-Luxembourg		13.8	19.5	38.2	23.9	75.9	24.9
African countries*		9.9	14.0	26.0	16.3	56.1	18.4
Switzerland		10.5	14.9	21.2	13.3	39.4	12.9
Canada		10.4	14.7	22.3	14.0	30.4	10.0

* Algeria, Cameroon, Gabon, Ivory Coast, Libyan Arab Jamahiriya, Madagascar, Morocco, Senegal, Tunisia.

Major exporters of books



per cent of the United Kingdom's book exports in 1970, roughly the same in 1975 and just under 4 per cent in 1980. Japan took 5 per cent of British exports in 1970 and only 2 per cent both in 1975 and in 1980.

Federal Republic of Germany

Most book exports of the Federal Republic of Germany went to her European partners. The EEC (as a whole), Austria and Switzerland made up 69 per cent of her exports in 1970; their share increased to 75 per cent in 1975 and to 78 per cent in 1980. That growth owed much to Austria, which alone accounted for 18 per cent in 1970, 24 per cent in 1975 and 26 per cent in 1980. Switzerland and the other countries of the EEC, as a group, had absorbed about a quarter of the total book exports of the Federal Republic of Germany during the period under study. France had taken 6 per cent; the Netherlands increased her share from 6 per cent in 1970 to nearly 9 per cent in 1980. The trend in book trading with the United States was a gradually diminishing one. The latter's share declined from 15 per cent in 1970 to about 10 per cent in 1975 and further to 7 per cent in 1980. Japan had taken approximately 3 per cent of the book exports of the Federal Republic of Germany throughout the period. The countries mentioned above had altogether absorbed 87 per cent of exports of the Federal Republic of Germany in 1970, 88 per cent in 1975 and 89 per cent in 1980.

Spain

It goes without saying that the book exports of Spain were mainly directed towards Latin America. This is illustrated by Table 12 which shows that Latin America absorbed 75 per cent of Spain's exports of books in 1970. That percentage fell to 61 in 1975 but recovered to reach 68 in 1980. Argentina was the biggest among the major Latin American partners, accounting for 19 per cent of Spain's exports in 1970, about 12 per cent in 1975 and 22 per cent in 1980. The share of Mexico gradually increased from 14 per cent in 1970 to over 19 per cent in 1980. That of Venezuela stood at approximately 12 per cent for both 1970 and 1975 and fell slightly to under 10 per cent in 1980. Chile and Colombia registered a similar trend: that of gradual decline in their shares of the book exports of Spain. Surprising as it might seem, the EEC countries as a group have been providing a lively market for Spanish books. From 9 per cent in 1970 these countries absorbed 18 per cent in 1975 and nearly 20 per cent in 1980 of the book exports of Spain. The United States of America took 6 per cent of Spanish book exports in 1970, about 10 per cent in 1975 and under 4 per cent in 1980.

France

The influence of France understandably exercises itself in countries where French is spoken. Thus the group of countries, which includes Belgium-Luxembourg, Switzerland, Canada and nine African countries, absorbed 63 per cent of her exports in 1970, 68 per cent in 1975 and 66 per cent in 1980. The share of Belgium-Luxembourg was the highest among individual countries: almost 20 per cent in 1970, rising to 24 per cent in 1975 and 25 per cent in 1980. Nine African countries¹ taken together took an increasing percentage of the books exported by France; their share grew from 14 per cent in 1970 to over 16 per cent in 1975 and to more than 18 per cent in 1980. Switzerland and Canada each absorbed an equal amount (around 15 per cent) of French

exports. That figure slightly diminished thereafter with Switzerland's 13 per cent in 1975 and 1980, and Canada's 14 per cent in 1975 and 10 per cent in 1980.

1b. NEWSPAPERS AND PERIODICALS

It would be appropriate to mention here that all the observations made on the book trade, especially as regards the influence of languages on international flows, are equally applicable to newspapers and periodicals.

Exportation of newspapers and periodicals

The structure and trend in exports of these material 'carriers' of information were very similar to those of other cultural commodities, i.e. a relatively small number of developed countries have been dominating the market. Thus, throughout the decade (1970-1980) nine countries only (see Table 13) accounted for about 90 per cent of the total world trade, which kept roughly doubling every five years, increasing from US\$387 million in 1970 to \$774 million in 1975 and to \$1,552 million in 1980. Among the major exporters, the five biggest, namely the Federal Republic of Germany, United States of America, France, Italy and the United Kingdom, shared 75 per cent of the world total in 1970, 72 per cent in 1975 and 71 per cent in 1980.

According to export values in 1980, the list of the major exporters was headed by the Federal Republic of Germany with US\$377 million. In 1970 it was the United States of America which headed the list with US\$77 million against the Federal Republic of Germany's \$66 million. But in 1975, the Federal Republic of Germany had overtaken the United States of America with a lead of some US\$28 million. The relative position of the other major exporters remained fairly stable throughout the decade with some differences in growth rates. France nearly quadrupled its exports during the decade; Italy achieved an increase over three-fold; the United Kingdom had an increase of 230 per cent, Belgium-Luxembourg one of 330 per cent and the Netherlands a five-fold one. The last two countries in the list, Canada and Finland, starting with a much lower base in 1970 than the foregoing countries, had multiplied their exports in 1980 by 7 and 16 times respectively but were still trailing behind them.

Importation of newspapers and periodicals

With the exception of Finland, all the major exporters also belong to the list of the major importing countries. Seven other countries, of which all but one belong to the developed countries, are among the major importers.

Throughout the decade Canada held first place as the biggest importer with import values steadily increasing from US\$63 million in 1970 to \$116.4 million in 1975 and to \$244 million in 1980. Its share in the world figure for imports was 18, 15 and 16 per cent respectively. France was next, well ahead of the other countries, with US\$57.7 million in 1970, \$107.4 million in 1975 and \$200.1 million in 1980, with shares of the world total quite close to those of Canada for that period. The other major importers could only boast of figures well below 10 per cent of the world total.

From import values in 1980 these 15 major importers could be subdivided into three groups: a first group with import values over US\$100 million (Canada, France, Belgium-Luxembourg, Switzerland, United States of America and Austria); a second group with values between \$50 and \$100 million (Federal Republic of Germany, Australia, United Kingdom, Netherlands), and a third group with values under \$50 million (Japan, Italy, Ireland, Spain and Venezuela). The six members of the first group accounted for 61 per cent of the world total in 1970, their share slightly dropping to 57 per cent in 1975 and

1. Algeria, Cameroon, Gabon, Ivory Coast, Libyan Arab Jamahiriya, Madagascar, Morocco, Senegal, Tunisia.

Table 13: Major exporters of newspapers and periodicals
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Germany, Fed. Rep. of	66.0	17.0	167.5	21.6	376.6	24.3
USA	76.6	19.8	140.1	18.1	242.2	15.6
France	55.7	14.4	117.6	15.2	209.5	13.5
Italy	50.5	13.0	68.6	8.9	168.6	10.9
United Kingdom	43.0	11.1	63.1	8.2	99.4	6.4
Belgium-Luxembourg	28.9	7.5	56.8	7.3	95.3	6.1
Netherlands	15.4	4.0	39.2	5.1	77.0	5.0
Canada	9.9	2.6	27.8	3.6	72.6	4.7
Finland	1.6	0.4	5.7	0.7	25.4	1.6
Subtotal for nine countries	347.6	89.8	686.4	88.7	1,366.6	88.1
World total	386.9	100.0	773.7	100.0	1,552.0	100.0

Table 14: Major importers of newspapers and periodicals
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Canada	63.0	18.1	116.4	15.2	244.0	15.6
France	57.7	16.6	107.4	14.0	200.1	12.8
Belgium-Luxembourg	22.2	6.4	60.4	7.9	129.3	8.3
Switzerland	28.3	8.1	63.3	8.2	119.4	7.6
USA	23.7	6.8	44.0	5.7	107.0	6.8
Austria	16.8	4.8	49.2	6.4	105.4	6.7
Germany, Fed. Rep. of	11.9	3.4	28.2	3.7	95.4	6.1
Australia	11.7	3.4	35.0	4.6	56.3	3.6
United Kingdom	14.1	4.1	32.1	4.2	56.1	3.6
Netherlands	14.1	4.1	18.7	2.4	51.4	3.3
Japan	3.9	1.1	33.4	4.3	48.6	3.1
Italy	6.3	1.8	14.0	1.8	32.1	2.1
Ireland	6.5	1.9	12.6	1.6	31.4	2.0
Spain	4.6	1.3	12.1	1.6	28.4	1.8
Venezuela	3.2	0.9	6.5	0.8	27.7	1.8
Subtotal for fifteen countries	288.0	82.8	633.3	82.4	1,332.6	85.2
World total	347.4	100.0	768.3	100.0	1,564.4	100.0

equalling 58 per cent in 1980. The second group (four countries) shared about 15 per cent of the world total in both 1970 and 1975, and increased it to around 17 per cent in 1980. The five members of the third group totalled 7 per cent of the world total in 1970, which grew to 10 per cent in 1975 and to almost 11 per cent in 1980. The dominant position of the 15 major importers in the world market is illustrated by their share in the world total importation of newspapers and periodicals: 83 per cent in 1970, 82 per cent in 1975 and 85 per cent in 1980.

Trade balance in exchange of newspapers and periodicals

Most of the major exporting countries had a positive balance during the decade, varying from a few million to several hundred million US dollars. For the major importing countries the balance was also negative, ranging from a few million to over a hundred million dollars. The Federal Republic of Germany headed the list of net exporters. Her positive balance increased from US\$54 million in 1970 to \$139 million in 1975 and to \$281 million in 1980. Italy had a comparatively big surplus due to

relatively small imports. Her balance increased moderately from US\$44 to \$55 million between 1970 and 1975, then more rapidly to \$136.5 million in 1980. The performance of the United States of America was that of an appreciable increase both in exports and imports. Its net positive balance in the trade of newspapers and periodicals was US\$53 million in 1970. It rose to \$96 million in 1975 and increased further to \$135 million in 1980. The United Kingdom had a rather moderate positive balance of US\$29 million in 1970, which increased to \$43 million in 1980. France had its trade almost balanced in 1970 (with a deficit of a mere US\$2 million), but a substantial increase in both exports and imports left a positive balance of US\$10 and \$9 million dollars in 1975 and 1980 respectively. The Netherlands had registered a trade surplus worth US\$20.5 million in 1975 and almost \$26 million in 1980, compared with just over \$1 million in 1970. Finland's trade which was balanced in 1970 with a low level of both exports and imports had registered an appreciable rise in her trade by 1980 and her exports had increased sixteen times, leaving a positive balance of some US\$19 million.

Table 15: Trade balance and the relation between exports and imports in international exchange of newspapers and periodicals
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES *												
Germany, Fed. Rep. of	66.0	11.9	+54.1	555	167.5	28.2	+139.3	594	376.6	95.4	+281.2	395
Italy	50.5	6.3	+44.2	802	68.6	14.0	+54.6	490	168.6	32.1	+136.5	525
USA	76.6	23.7	+52.9	323	140.1	44.0	+96.1	318	242.2	107.0	+135.2	226
United Kingdom	43.0	14.1	+28.9	305	63.1	32.1	+31.0	197	99.4	56.1	+43.3	177
Netherlands	15.4	14.1	+1.3	109	39.2	18.7	+20.5	210	77.0	51.4	+25.6	150
Finland	1.6	1.6	0.0	100	5.7	3.5	+2.2	163	25.4	6.5	+18.9	391
France	55.7	57.7	-2.0	97	117.6	107.4	+10.2	110	209.5	200.1	+9.4	105
NET IMPORTING COUNTRIES *												
Canada	9.9	63.0	-53.1	16	27.8	116.4	-88.6	24	72.6	244.0	-171.4	30
Switzerland	3.5	28.3	-24.8	12	8.4	63.3	-54.9	13	24.9	119.4	-94.5	21
Austria	1.0	16.8	-15.8	6	2.2	49.2	-47.0	4	18.9	105.4	-86.5	18
Australia	2.6	11.7	-9.1	22	7.0	35.0	-28.0	20	10.1	56.1	-46.0	18
Belgium-Luxembourg	28.9	22.2	+6.7	130	56.8	60.4	-3.6	94	95.3	129.3	-34.0	74
Ireland	1.5	6.5	-5.0	23	4.1	12.6	-8.5	32	3.6	31.4	-27.8	11
Japan	7.9	3.9	+4.0	203	5.7	33.4	-27.7	17	21.7	48.6	-26.9	45
Venezuela	0.2	3.2	-3.0	6	0.1	6.5	-6.4	1	1.9	27.7	-25.8	7
Spain	3.0	4.6	-1.6	65	6.3	12.1	-5.8	52	20.6	28.4	-7.8	73

* According to balance in 1980

Countries trading with the five major exporters of newspapers and periodicals

Federal Republic of Germany

The main European partners of the Federal Republic of Germany absorbed the bulk of her exports of newspapers and periodicals throughout the decade. The other countries of the EEC together with Austria and Switzerland shared 73 per cent of her exports in 1970, 76 per cent in 1975 and 78 per cent in 1980. Exports to the EEC countries were more or less evenly distributed among Belgium-Luxembourg, France, Italy and the Netherlands, which took up most of the exports of the Federal Republic of Germany. Overseas partners like the United States of America and Japan imported relatively little from the Federal Republic of Germany. The United States accounted for 6 per cent of the exports in 1970 and a little over 3 per cent in 1980. Japan took approximately 2 per cent during the period. The above countries plus Spain and Yugoslavia altogether accounted for 85 and 90 per cent of the Federal Republic of Germany's exports for 1970 and 1975 respectively.

United States of America

Canada, the biggest importer of this commodity from the United States, absorbed 64, 66 and 68 per cent of the United States' exports in 1970, 1975 and 1980 respectively. Overseas partners of the United States (Australia, New Zealand and the EEC taken together) accounted for about 16 per cent of United States' exports in 1970, 19 per cent in 1975 and over 14 per cent in 1980.

France

The major part of her exports went quite naturally to French-speaking countries in Europe and Africa and to Canada. Belgium-Luxembourg and Switzerland alone absorbed two-fifths of French exports during the period 1970-80. The European partners of France (EEC, Switzerland and Spain taken together) absorbed 58 per cent of her exports in 1970, 59

per cent in 1975 and 56 per cent in 1980. Within the EEC group, Belgium-Luxembourg stood out with 26, 28 and 29 per cent in 1970, 1975 and 1980 respectively. Five African countries, namely Algeria, Ivory Coast, Morocco, Senegal and Tunisia, took 13, 15 and 19 per cent of France's exports in 1970, 1975 and 1980 respectively. Canada had around 7 per cent in 1970 and 1975, her share dropping to under 5 per cent in 1980. The share of the United States of America was just below, at 3 per cent in both 1970 and 1975, and only slightly higher than 2 per cent in 1980.

The above-mentioned partners altogether absorbed just over four-fifths of French exports during the 1970s.

Italy

It is striking to note that almost 90 per cent of Italy's exports during the decade had been to the EEC countries and Switzerland. France alone accounted for over 50 per cent of these exports for the period under study. That disproportionate figure could be explained by the fact that outside 'genuine' Italian exports to France, there were also the French publications printed in Italy.¹ Other countries of the EEC import much from Italy. The United Kingdom took 14 per cent of these exports in 1970 and 1975, a figure which decreased to 11 per cent in 1980. Comparatively the Federal Republic of Germany had about 8 per cent in 1970, approximately 9 per cent in 1975 and 11 per cent in 1980. Switzerland took about 9 per cent in 1970, over 11 per cent in 1975 and only about 7 per cent in 1980.

United Kingdom

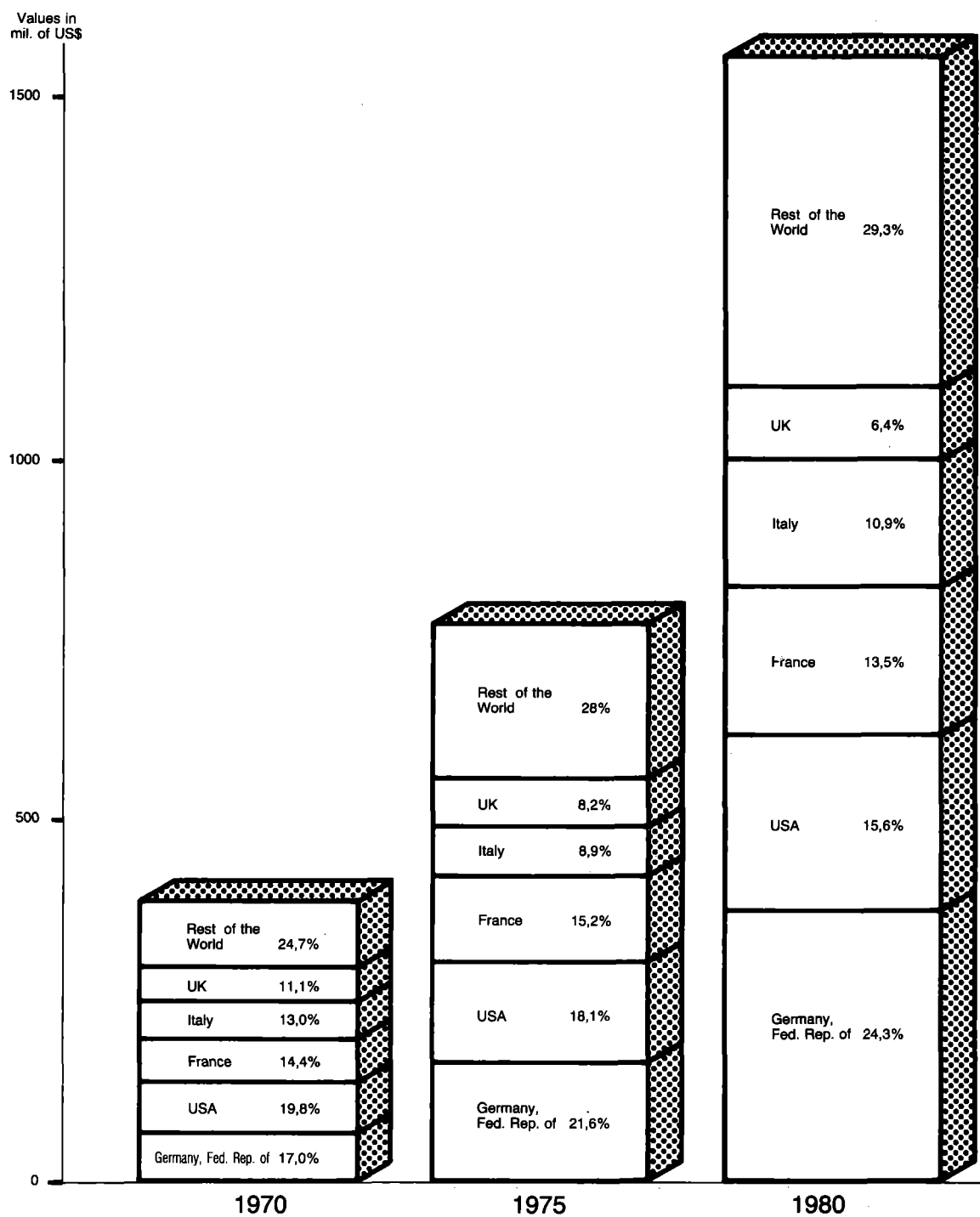
About four-fifths of the exports from the United Kingdom during the decade were absorbed by the EEC countries, Australia, New Zealand, Canada and the United States of

1. See for example *Des chiffres pour la culture*. Ministère de la Culture et de la Communication, Service des études et recherches. La documentation française, Paris, 1980, p. 322.

Table 16: Main partner countries of the major exporters of newspapers and periodicals
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
GERMANY, FEDERAL REPUBLIC OF							
To: World		66.0	100.0	167.5	100.0	376.6	100.0
EEC		19.4	29.4	48.0	28.7	117.0	31.1
Belgium-Luxembourg		4.3	6.5	13.8	8.2	33.4	8.9
France		3.9	5.9	8.7	5.2	22.0	5.8
Italy		3.7	5.6	8.1	4.8	21.4	5.7
Netherlands		4.4	6.7	8.8	5.3	21.2	5.6
Austria		15.0	22.7	42.3	25.3	93.3	24.8
Switzerland		14.0	21.2	37.5	22.4	83.2	22.1
Spain		1.2	1.8	4.7	2.8	15.3	4.1
USA		4.0	6.1	7.9	4.7	12.9	3.4
Yugoslavia		1.3	2.0	4.7	2.8	10.0	2.7
Japan		1.3	2.0	3.5	2.1	7.6	2.0
UNITED STATES OF AMERICA							
To: World		76.6	100.0	140.1	100.0	242.2	100.0
Canada		49.1	64.1	92.7	66.2	164.0	67.7
Australia		3.4	4.4	9.9	7.1	15.4	6.4
Venezuela		2.4	3.1	3.6	2.6	14.0	5.8
EEC		8.0	10.4	13.8	9.9	13.8	5.7
United Kingdom		4.1	5.4	7.0	5.0	4.3	1.8
Germany, Fed. Rep. of		1.1	1.4	1.6	1.1	3.0	1.2
Netherlands		0.9	1.2	2.1	1.5	2.8	1.2
New Zealand		0.7	0.9	3.0	2.1	5.9	2.4
FRANCE							
To: World		55.7	100.0	117.6	100.0	209.5	100.0
EEC		20.7	37.2	45.7	38.9	84.0	40.1
Belgium-Luxembourg		14.6	26.2	32.5	27.6	61.3	29.3
Germany, Fed. Rep. of		1.5	2.7	2.6	2.2	9.7	4.6
Italy		1.6	2.9	3.5	3.0	4.9	2.3
United Kingdom		1.4	2.5	4.7	4.0	3.0	1.4
Switzerland		7.1	12.7	17.7	15.1	22.8	10.9
Morocco		2.1	3.8	3.8	3.2	10.3	4.9
Spain		4.3	7.7	5.5	4.7	10.2	4.9
Canada		3.7	6.6	8.3	7.1	9.9	4.7
Algeria		3.0	5.4	8.1	6.9	8.5	4.1
Ivory Coast		0.8	1.4	2.3	2.0	6.5	3.1
USA		1.5	2.7	3.2	2.7	4.9	2.3
Tunisia		0.8	1.4	1.9	1.6	4.6	2.2
Guadeloupe		0.3	0.5	0.9	0.8	4.2	2.0
Senegal		0.6	1.1	1.4	1.2	3.6	1.7
ITALY							
To: World		50.5	100.0	68.6	100.0	168.6	100.0
EEC		40.2	79.6	53.2	77.6	137.2	81.6
France		27.2	53.8	33.5	48.8	86.4	51.4
United Kingdom		7.1	14.1	9.9	14.4	18.8	11.2
Germany, Fed. Rep. of		3.9	7.7	6.1	8.9	17.9	10.6
Switzerland		4.5	8.9	7.8	11.4	11.9	7.1
UNITED KINGDOM							
To: World		43.0	100.0	63.1	100.0	99.4	100.0
EEC		10.8	25.1	19.3	30.6	40.2	40.4
Ireland		5.4	12.6	9.4	14.9	17.9	18.0
Germany, Fed. Rep. of		1.4	3.3	2.0	3.2	8.1	8.1
France		1.5	3.5	5.6	8.9	7.1	7.1
Australia		8.9	20.7	17.3	27.4	22.0	22.1
New Zealand		3.0	7.0	6.2	9.8	7.1	7.1
Canada		3.4	7.9	4.9	7.8	4.0	4.0
USA		7.9	18.4	3.7	5.9	4.0	4.0
Nigeria		0.3	0.7	0.8	1.3	2.7	2.7
Saudi Arabia		0.1	0.2	0	0.0	2.0	2.0

Major exporters of newspapers and periodicals



America, though the share of each group or country varied substantially during these years. The entry of the United Kingdom into the EEC has to do with the increasing percentage of her exports going to her partners in the EEC. From 25 per cent in 1970, these exports climbed to 31 per cent in 1975 and to over 40 per cent in 1980. The share of France and the Federal Republic of Germany rose from about 7 per cent in 1970 to 12 per cent in 1975 and 15 per cent in 1980. It should be noted, however, that Ireland, also a member of the EEC but a customary partner of the United Kingdom, took 13, 15 and 18 per cent of the British exports in 1970, 1975 and 1980 respectively, figures close to half the exports to the EEC as a whole. Australia and New Zealand had accounted for about 28 per cent in 1970 compared with 26 per cent for two other overseas partners taken together, the United States of America and Canada. In 1975 Australia and New Zealand as a group had raised their share to 37 per cent, while the United States and Canada together had only 14 per cent. In 1980 Australia and New Zealand still held their ground with 29 per cent while the share of the United States and Canada together had sunk to 8 per cent only.

1c. OTHER PRINTED MATTER

International trade in printed matter other than the foregoing appears to be less dependent on languages than books and periodicals, since here the focus is on the image, not on the text.

Exportation of 'other printed matter'

In terms of value, world totals for exports and imports of 'other printed matter' were even higher than for newspapers and periodicals during the last decade. World exports of 'other printed matter' increased from the base figure of US\$313 million in 1970 to \$831 million in 1975, and further to \$1,971 million in 1980, i.e. 2.7 times and 6.3 times respectively.

The ten biggest exporters (see Table 17) accounted for close to 90 per cent of the world total during the decade. The list was headed by the Federal Republic of Germany with an export value in 1980 of almost US\$500 million, close to 8 times the figure for 1970. Due to a higher growth rate of her exports, the Federal Republic of Germany had increased its share of the world total from 21 per cent in 1970 to reach over 25 per cent in 1980. The United States of America had exported about US\$60 million worth of the products in 1970, \$109 million in 1975 and \$210 million in 1980. Nevertheless its share in the world total

was gradually declining from 19 per cent to 13 per cent and to 11 per cent respectively. Italy's share in the world total, which was approximately 7-8 per cent in the first half of the decade, had increased to almost 10 per cent in 1980, in which year the value of its exports was US\$194 million. France was close to Italy in 1980 with US\$187 million and therefore under the 10 per cent mark, while in 1975 its \$80 million worth of exports represented 10 per cent of the world total. At the beginning of the decade its share was 7 per cent only. The Netherlands could not keep up with the general increase in exports at world level, and despite increases from about US\$30 million in 1970 to \$61 million in 1975 and \$110 million in 1980, her share had been declining constantly. Switzerland, on the other hand, carved out just under 5 per cent of world exports throughout the period as she kept pace with world increases. The export value of the group Belgium-Luxembourg rose from US\$10 million in 1970 to \$45 million in 1975 and further to \$76 million in 1980. Japan and Sweden were close to each other at the beginning of the decade and drew closer at the end (in 1980) when export values were nearly identical (representing 3.4 per cent of the world total).

Importation of 'other printed matter'

World imports of other printed matter exceeded those of newspapers and periodicals during the decade, not only in value but also in growth rates. The world total for other printed matter in 1970 stood at US\$373 million (as against \$347 million for newspapers and periodicals) and more than doubled within five years, reaching \$904 million in 1975 (compared to \$768 million for newspapers and periodicals). In 1980 imports went above the US\$2,000 million mark (\$2,033 million), i.e. over 5 times the figure for 1970. Eleven major importers (see Table 18) accounted for around 75 per cent of the world total in both 1970 and 1975 and for almost 80 per cent in 1980.

The list of the major importers was headed by France, with her imports increasing more rapidly than the world total. Thus, in 1980 imports of France valued at US\$354 million were 6.5 times higher than in 1970. In the same time the world total rose 5.4 times only. The percentage of world total imports accounted for by France was the highest among the major importers throughout the period (about 15 per cent in 1970 and 17 per cent in both 1975 and 1980). None of the other major importing countries went over 10 per cent in 1975 or in 1980. The United Kingdom came second to France with import values growing from US\$38 million in 1970 to \$76 million in 1975 and to \$202 million in 1980. Her share of the world total dropped from 10 per

Table 17: Major exporters of 'other printed matter'
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Germany, Fed. Rep. of	65.8	21.0	167.2	20.1	498.1	25.3
USA	59.5	19.0	109.0	13.1	210.0	10.6
United Kingdom	27.9	8.9	93.0	11.2	202.7	10.3
Italy	25.7	8.2	57.4	6.9	194.3	9.8
France	22.7	7.2	79.8	9.6	187.3	9.5
Netherlands	29.5	9.4	60.9	7.3	110.0	5.6
Switzerland	15.0	4.8	39.1	4.7	95.9	4.9
Belgium-Luxembourg	10.3	3.3	44.8	5.4	75.6	3.8
Japan	11.5	3.7	33.5	4.0	66.9	3.4
Sweden	9.5	3.0	32.0	3.9	66.2	3.4
Subtotal for ten countries	277.4	88.5	716.7	86.2	1,707.0	86.6
World total	313.5	100.0	831.2	100.0	1,971.0	100.0

Table 18: Major importers of 'other printed matter'
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
France	54.6	14.6	155.2	17.2	354.2	17.4
United Kingdom	37.7	10.1	76.1	8.4	202.1	9.9
Germany, Fed. Rep. of	26.1	7.0	77.5	8.6	192.4	9.5
USA	39.2	10.5	86.4	9.6	155.0	7.6
Canada	36.6	9.8	63.6	7.0	137.0	6.7
Netherlands	21.5	5.8	50.5	5.6	133.6	6.6
Belgium-Luxembourg	18.4	4.9	48.5	5.4	129.0	6.4
Switzerland	12.2	3.3	33.4	3.7	99.7	4.9
Sweden	16.2	4.3	34.7	3.8	76.1	3.8
Austria	8.6	2.3	24.4	2.7	74.9	3.7
Norway	6.9	1.9	25.8	2.8	63.4	3.4
Subtotal for eleven countries	278.0	74.5	676.1	74.8	1,617.4	79.6
World total	373.1	100.0	903.7	100.0	2,032.6	100.0

**Table 19: Trade balance and the relation between exports and imports
in international exchange of other printed matter**
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
Germany, Fed. Rep. of	65.8	26.1	+39.7	252	167.2	77.5	+89.7	216	489.1	192.4	+305.7	259
Italy	25.7	9.3	+16.4	276	57.4	16.6	+40.8	346	194.3	42.1	+152.2	462
USA	59.5	39.2	+20.3	152	109.0	86.4	+22.6	126	210.0	155.0	+55.0	135
Japan	11.5	5.7	+5.8	202	33.5	19.3	+14.2	174	66.9	38.5	+28.4	174
United Kingdom	27.9	37.7	-9.8	74	93.0	76.1	+16.9	122	202.7	202.1	+0.6	100
NET IMPORTING COUNTRIES*												
France	22.7	54.6	-31.9	42	79.8	155.2	-75.4	51	187.3	354.2	-166.9	53
Norway	1.3	6.9	-5.6	19	5.8	25.8	-20.0	22	8.0	63.4	-55.4	13
Belgium-Luxembourg	10.3	18.4	-8.1	56	44.8	48.5	-3.7	92	75.6	129.0	-53.4	59
Austria	8.0	8.6	-0.6	93	19.2	24.4	-5.2	79	48.8	74.9	-26.1	65
Netherlands	29.5	21.5	+8.0	137	60.9	50.5	+10.4	121	110.0	133.6	-23.6	82
Sweden	9.5	16.2	-6.7	59	32.0	34.7	-2.7	92	66.2	76.1	-10.0	87
Switzerland	15.0	12.2	+2.8	123	39.1	33.4	+5.7	117	95.9	99.7	-3.8	96

* According to balance in 1980

cent to 8 per cent from 1970 to 1975, but rose again to almost 10 per cent in 1980. The Federal Republic of Germany, the United States of America, Canada, Netherlands, Belgium-Luxembourg formed a group whose imports in 1980 varied between US\$100 and \$200 million. Switzerland, Sweden, Austria and Norway had between US\$60 and \$100 million of imports in 1980. Imports of the Federal Republic of Germany during the decade increased 7.4 times from US\$26 million in 1970 to \$192 million in 1980; those of the United States almost quadrupled from \$39 million to \$155 million. For Canada the increase was 3.7 times (from US\$37 million in 1970 to \$137 million in 1980); for the Netherlands 6.2 times (from \$22 million in 1970 to \$134 million in 1980); for Belgium-Luxembourg 7 times (from \$18 million to \$129 million); for Switzerland over 8 times (from \$12 million in 1970 to \$100 million in 1980); for Sweden 4.7 times. For Austria, whose imports in 1980 stood at around US\$75 million, the increase over the decade was 8.7 times, while Norway held the record increase of 9.2 times, these two countries having started with a modest base in 1970.

A certain amount of 'other printed matter' had been imported during the last decade by the developing countries of Africa, Asia and America. The total for Africa in 1970, dispersed among dozens of countries, made up about 3 per cent of the world total,

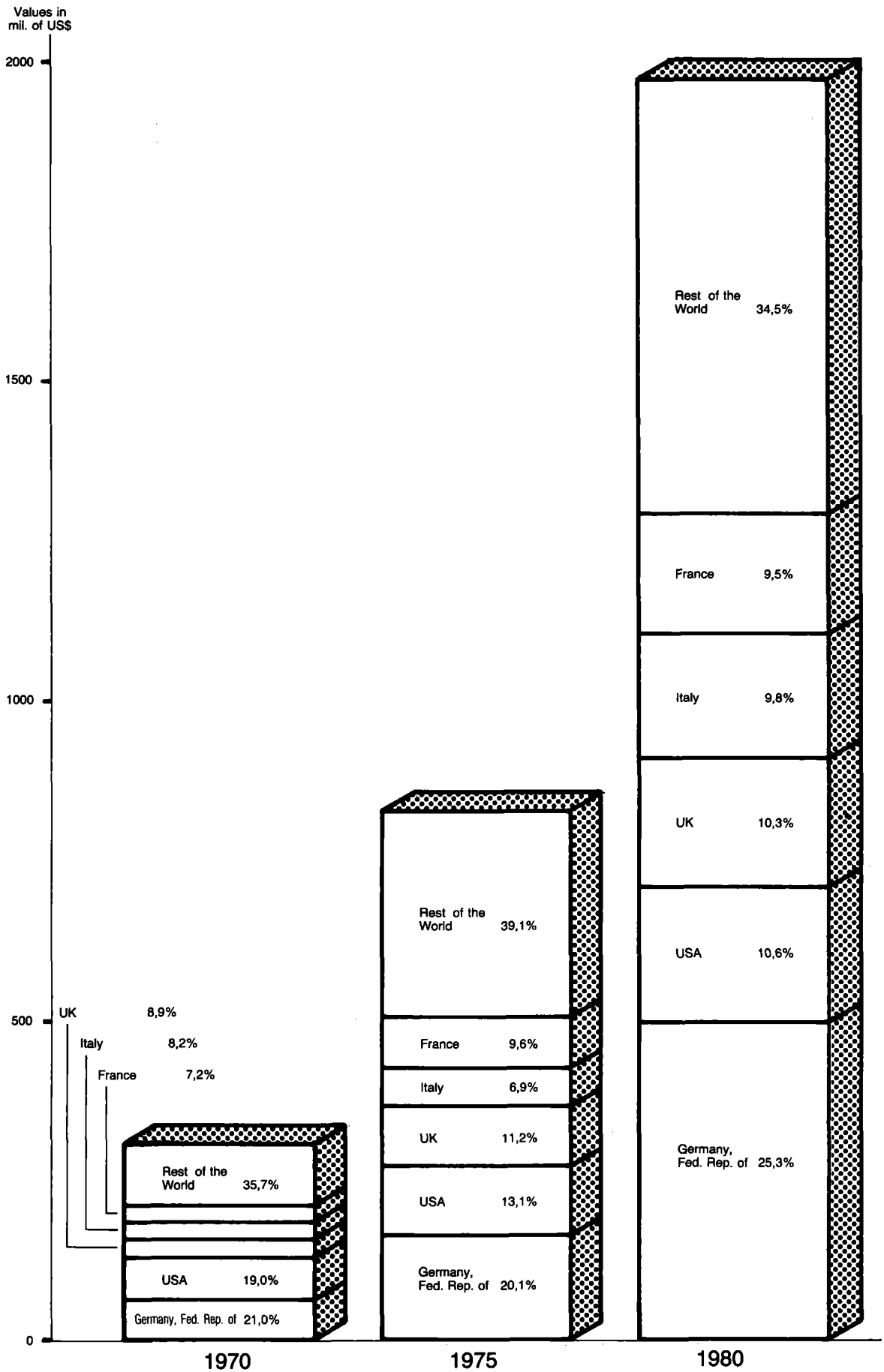
or US\$11 million. In 1975, imports went up to almost US\$26 million (world total share still under 3 per cent) and in 1980 to over \$27 million. Africa could not keep pace with the increase of imports at a world level, and its 3 per cent share for 1970 dwindled to just over 1 per cent in 1980. Latin American countries in 1980 imported 'other printed matter' valued at US\$20.7 million and therefore registered a 53 per cent increase over 1970. Venezuela, Argentina and Brazil were among the biggest importers in 1980, values being in the range of US\$4-6 million. The developing countries of America altogether in 1980 imported 'other printed matter' valued at some US\$38 million, which represented under 2 per cent of the world total (Norway's share for that year, for example, was over 3 per cent).

In Asia, Saudi Arabia's imports in 1980 stood almost at US\$22 million while the total for Middle East (Western Asia) was about \$27 million. In 1980 Hong Kong's imports stood at \$11.5 million and those of Singapore were over \$17 million; other countries of the region had figures ranging from one to several million US dollars. To sum up, the total for developing Asian countries in 1980 reached almost US\$83 million (4 per cent of the world total). All developing countries together shared in 1980 less of the world total than the United States of America (7.4 per cent as against 7.6 per cent).

Table 20: Main partner countries of the major exporters of 'other printed matter'
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
GERMANY, FEDERAL REPUBLIC OF							
To: World		65.8	100.0	167.2	100.0	498.1	100.0
EEC		41.2	62.6	113.4	67.8	324.6	65.2
France		17.1	26.1	56.8	34.0	135.0	27.1
Netherlands		8.6	13.1	24.2	14.5	72.9	14.6
United Kingdom		8.2	12.5	15.8	9.4	62.2	12.5
Belgium-Luxembourg		3.6	5.5	8.6	5.1	26.8	5.4
Austria		5.4	8.2	12.8	7.7	37.8	7.6
Switzerland		5.1	7.8	10.8	6.5	37.0	7.4
Sweden		3.8	5.8	6.1	3.6	28.0	5.6
USA		4.0	6.1	6.3	3.8	14.5	2.9
UNITED STATES OF AMERICA							
To: World		59.5	100.0	109.0	100.0	210.0	100.0
Canada		19.4	32.6	34.5	31.7	56.9	27.1
EEC		17.0	28.6	31.9	29.3	55.3	26.3
United Kingdom		7.1	11.9	11.3	10.4	20.3	9.7
Germany, Fed. Rep. of		2.1	3.5	3.8	3.5	11.5	5.5
Japan		3.5	5.9	5.7	5.2	12.7	6.0
Saudi Arabia		0.2	0.3	0.9	0.8	10.0	4.8
Australia		2.3	3.9	4.2	3.9	9.2	4.4
Mexico		2.9	4.9	4.4	4.0	7.1	3.4
Venezuela		0.9	1.5	2.0	1.8	5.5	2.6
Switzerland		1.0	1.7	1.6	1.5	3.9	1.9
Hong Kong		0.7	1.2	1.1	1.0	3.1	1.5
UNITED KINGDOM							
To: World		27.9	100.0	93.0	100.0	202.7	100.0
EEC		9.9	35.5	30.7	33.0	92.1	45.4
France		1.9	6.8	6.5	7.0	21.0	10.4
Netherlands		1.4	5.0	5.5	5.9	18.7	9.2
Ireland		2.2	7.9	5.3	5.7	16.7	8.2
Germany, Fed. Rep. of		1.5	5.4	6.3	6.8	16.5	8.1
USA		3.7	13.3	17.1	18.4	20.4	10.1
Nigeria		0.4	1.4	2.4	2.6	10.6	5.2
Norway		0.6	2.2	2.3	2.5	6.4	3.2
Australia		1.6	5.7	3.4	3.7	5.9	2.9
Sweden		1.4	5.0	2.9	3.1	5.3	2.6
Canada		1.4	5.0	3.9	4.2	5.1	2.5
Japan		0.6	2.2	2.4	2.6	4.1	2.0
Switzerland		0.6	2.2	1.1	1.2	3.6	1.8
ITALY							
To: World		25.7	100.0	57.4	100.0	194.3	100.0
EEC		16.8	65.4	41.9	73.0	130.8	67.3
France		4.6	17.9	16.3	28.4	47.1	24.2
Germany, Fed. Rep. of		7.6	29.6	14.2	24.7	37.7	19.4
United Kingdom		2.6	10.1	6.5	11.3	27.2	14.0
Switzerland		0.7	2.7	2.2	3.8	12.9	6.6
USA		1.5	5.8	2.5	4.4	9.0	4.6
FRANCE							
To: World		22.7	100.0	79.8	100.0	187.3	100.0
EEC		11.5	50.7	45.3	56.8	102.5	54.7
Belgium-Luxembourg		3.8	16.7	12.7	15.9	34.1	18.2
Germany, Fed. Rep. of		2.8	12.3	20.2	25.3	30.6	16.3
United Kingdom		1.2	5.3	4.5	5.6	15.8	8.4
Italy		1.6	7.0	3.1	3.9	11.2	6.0
Switzerland		1.3	5.7	4.1	5.1	8.9	4.8
USA		1.7	7.5	5.0	6.3	8.0	4.3
Iraq		0	0.0	0.1	0.1	6.3	3.4
Spain		0.6	2.6	1.7	2.1	3.7	2.0
Ivory Coast		0.5	2.2	0.7	0.9	2.6	1.4

Major exporters of other printed matter



Trade balance in exchange of other printed matter

The list of net exporting countries in 1980 included the Federal Republic of Germany, Italy, United States of America, Japan and the United Kingdom, although the Netherlands and Switzerland which had surpluses in 1970 and 1975 moved into the net importers' group in 1980. The latter was headed by France and included Norway, Belgium-Luxembourg, Austria, Netherlands, Sweden and Switzerland. Throughout the decade, the Federal Republic of Germany had increasing surpluses in her trade in 'other printed matter'. By 1980 her positive balance reached US\$306 million. Italy's surplus in that year was about half that of the Federal Republic of Germany and the surplus of the United States of America equalled US\$55 million. Against this background, Japan had a moderate positive balance valued at US\$28.4 million in 1980, with the United Kingdom almost in balance in that year. The trade deficit of France more than doubled every five years (US\$32 million in 1970, \$75.4 million in 1975 and \$167 million in 1980). None of the other net importers had such a big deficit (see Table 19).

Countries trading with the five major exporters

Federal Republic of Germany

As mentioned earlier on, the special nature of 'other printed matter' (not bound by language limitations as is the case with books and periodicals) allows the flows of the products between countries with different languages. Throughout the decade, almost two-thirds of the exports from the Federal Republic of Germany were directed to EEC countries. The other major partners were Austria, Switzerland, Sweden and the United States of America. These partners, together with other EEC countries, absorbed around 90 per cent of the exports of the Federal Republic of Germany during that period. The biggest importer was France; her share in the Federal Republic of Germany's exports which was 26 per cent in 1970, rose to 34 per cent in 1975 but declined to 27 per cent in 1980, still maintaining France at the head of the list of importers.

United States of America

The main partner of the United States of America during 1970-1980 was Canada, which alone took more than all EEC countries together of the exports of the United States. In 1970 the share of Canada was almost 33 per cent, compared with about 29 per cent for the EEC. In 1975 the figures were around 32 per cent and 29 per cent respectively (in 1980 they were 27 and 26 per cent).

United Kingdom

The main flows of exported products from the United Kingdom went to more than a dozen of her important partners. Western Europe (the EEC, Switzerland, Sweden and Norway) had been absorbing about 45 per cent of the United Kingdom's exports in 1970, around 40 per cent in 1975 and 53 per cent in 1980. Her North American partners (Canada and the United States) shared over 18 per cent in 1970, almost 23 per cent in 1975, but less than 13 per cent in 1980. Other overseas partners included Australia, Japan and Nigeria. Their share in the annual exports of the United Kingdom varied between 1 and 5 per cent during the decade. Altogether the major partners of the United Kingdom took almost 73 per cent of her exports in 1970, just over 71 per cent in 1975 and nearly 75 per cent in 1980.

Italy

The bulk of Italy's exports during the decade went to Europe. Her main partners in Europe were the EEC countries, of which France and the Federal Republic of Germany took the lion's

share. Thus in 1970 over 65 per cent of Italy's exports went to the other EEC countries (the Federal Republic of Germany almost 30 per cent and France about 18 per cent). In 1975 the EEC partners took 73 per cent (France over 28 per cent, the Federal Republic of Germany nearly 25 per cent). In 1980 the figure went down to 67 per cent (France 24 per cent and the Federal Republic of Germany over 19 per cent). Switzerland was among the other important partners of Italy. The United States took almost 6 per cent of Italy's exports in 1970, little over 4 per cent in 1975 and less than 5 per cent in 1980.

France

The main partners of France were the European countries, the bulk of her exports being absorbed by her partners in the EEC. The latter took 51 per cent in 1970 (Belgium-Luxembourg 17 per cent, Federal Republic of Germany over 12 per cent, Italy 7 per cent and the United Kingdom over 5 per cent). Of the non-EEC European countries, Switzerland was the most important importer, taking nearly 6 per cent in 1970 and 5 per cent both in 1975 and in 1980. The United States of America, which took 8 per cent of French exports in 1970, accounted for less and less over the years (6 per cent in 1975 and 4 per cent in 1980).

B. CATEGORY 2 - MUSIC

This category covers three groups of goods:

2a. *Phonographic equipment*. Under this item are included record players and tape recorders, accessories and parts of record players, tape recorders and other sound recorders or reproducers other than sound recording media.

2b. *Records and tapes*. Includes: phonographic (gramophone) records, recorded tapes, other recorded media and prepared media for sound recording.

2c. *Musical instruments*. These items include: (i) pianos, harp-sichords, other keyboard instruments and harps (other than aeolian); (ii) other string musical instruments; (iii) musical instrument strings; (iv) pipe and reed organs (including harmoniums, etc.); (v) accordions, concertinas and mouth-organs; (vi) other wind musical instruments; (vii) percussion musical instruments; (viii) electrical musical instruments; (ix) other musical instruments, n.e.s.; (x) parts and accessories of musical instruments (other than strings).

2a. PHONOGRAPHIC EQUIPMENT

The values shown in this part of the report refer collectively to two categories of material: (i) record players and tape recorders, and (ii) accessories. Hereunder they will be dealt with as one single commodity entitled 'phonographic equipment'. It should be noted, though, that for some countries, for certain years, one or other of the two components predominates, to the point of being exclusive sometimes. For example, in 1980, Canadian exports of US\$431.5 million in this area consisted entirely of accessories, while in the exports of Japan that component accounted for only 10 per cent, and in the case of the United Kingdom for 30 per cent, etc.

Exportation of phonographic equipment

World exports of these commodities have nearly doubled between 1970 and 1975, rising from US\$1,062 million to \$2,022 million. The next five-year period saw a bigger bounce, with exports registering more than a three-fold increase to reach US\$6,349 million in 1980. The nine major exporters (see Table 21) accounted for 87 per cent of the world total in 1970, for about 84 per cent in 1975 and for over 93 per cent in 1980.

The biggest among the nine major exporters - Japan - accounted for over 45 per cent of the world total in 1970 with an export value of US\$480 million; five years later the percentage had declined to 39 though the value increased to \$789 million. In 1980 Japan outstripped all the other major exporters with an export value of US\$4,066 million (64 per cent of the world total). The other eight countries taken together accounted for only about 29 per cent.

The United States of America exported phonographic equipment worth US\$104 million in 1970 and \$195 million in 1975 (representing around 10 per cent of world exports for both years). In 1980 the value increased to US\$333 million representing however only 5 per cent of the world total. The Federal Republic of Germany has been exporting these commodities in increased amounts, but her share of the world total kept falling: in 1970 their export value stood at US\$134 million and the percentage around 13; in 1975 the value was \$223 million and the share fell to 11 per cent; in 1980 her \$324 million worth of exports corresponded to about 5 per cent of the world total. For the United Kingdom, exports were worth US\$70 million in 1970, representing 7 per cent of the world total. In 1975, her exports had more than doubled, increasing her share of the world total to over 8 per cent. In 1980, when the increase over 1975 was 50 per cent only, her share of the world total was halved and stood at 4 per cent. Belgium-Luxembourg accounted for about 5 per cent of the world total in 1970 and 1975 (values stood at US\$52 and \$95 million respectively) and less than 3 per cent in 1980 (the value had risen to \$162 million). The Netherlands has had a declining percentage of the world total during the period. Her exports rose from about US\$86 million in 1970 to only about \$134 million in 1975. The drop to about US\$105 million in 1980 resulted in a less than 2 per cent share of the world exports in 1980. The Republic of Korea had by 1980 emerged into significance with 2 per cent of the world total, with exports worth US\$142 million. Singapore was just under the 2 per cent bar, with exports worth about US\$116 million. The decline in percentage of the other major exporters in 1980 was obviously due to the sharp increase of Japan's share of the world total (from 39 per cent in 1975 to 64 per cent in 1980).

Importation of phonographic equipment

World imports during the 1970-80 decade grew rapidly from US\$1,047 million to \$2,260 million in 1975 and reached \$5,836 million in 1980, a figure 5.6 times bigger than that for 1970. Compared with exports, imports are spread out among a larger

number of countries. Nevertheless thirteen major importers (see Table 22) accounted for almost 79 per cent of the world total in 1970, a little over 78 per cent in 1975 and 82 per cent in 1980. The United States of America, during the last decade, has constantly headed the list of the major importers of that commodity, with imports worth US\$405 million in 1970 (39 per cent of the world total), \$603 million in 1975 (27 per cent) and \$1,492 million in 1980 (26 per cent). For the Federal Republic of Germany, figures were US\$93 million in 1970 (9 per cent of the world total) increasing to \$225 million in 1975 (11 per cent) and further to \$728 million in 1980 (13 per cent of the world total). Imports of the United Kingdom increased over 10 times during the decade from about US\$49 million in 1970 to almost \$504 million in 1980 and her share in the world total stood at around 5 per cent and almost 9 per cent respectively. France is fourth among the major importers with import values increasing from US\$56 million in 1970 (over 5 per cent of the world total) to \$172 million in 1975 and reaching \$427 million in 1980 when her share in the world total stood at 7 per cent.

The major importers include also countries with comparatively high import values in 1980, but which are not among the main exporters. These countries are: Italy, Sweden, Australia, Hong Kong, Saudi Arabia. Imports by Saudi Arabia between 1975 and 1980 increased almost 11 times, from US\$24 million to \$262 million. The Netherlands accounted for over 9 per cent of the world total both in 1970 and 1975, the values standing at around US\$98 and \$213 million. In 1980 the slight increase in value to US\$257 million meant that the Netherlands accounted for only 4 per cent of the world total. Throughout the decade, Belgium-Luxembourg's imports represented 3 per cent of that total, while import values kept increasing from about US\$30 million in 1970 to around \$71 million in 1975 and to \$194 million in 1980. Italy comes next with roughly 2 per cent of the world total in both 1970 and 1975, and with over 3 per cent in 1980. In 1980 Sweden, Australia and the Republic of Korea stood nearly abreast with approximately 2 per cent of the world total each.

Trade balance in exchange of phonographic equipment

Actually the only net exporter in the trade of phonographic equipment was Japan, whose surplus grew throughout the decade from US\$466 million in 1970 to \$756 million in 1975 and further to close to \$4,000 million in 1980, a dramatic jump. The Republic of Korea, with much more modest values of her exports and imports, had a surplus of about US\$20 million in both 1975 and 1980.

Table 21: Major exporters of phonographic equipment
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	480.1	45.2	788.7	39.0	4,065.6	64.0
Canada	431.5	6.8
USA	103.8	9.8	195.2	9.7	333.2	5.3
Germany, Fed. Rep. of	134.2	12.6	223.4	11.0	323.7	5.1
United Kingdom	70.4	6.6	163.0	8.1	245.7	3.9
Belgium-Luxembourg	52.2	4.9	94.9	4.7	161.8	2.6
Korea, Republic of	0.7	0.1	64.2	3.2	141.9	2.2
Singapore	1.1	0.1	27.5	1.4	115.7	1.8
Netherlands	85.9	8.1	134.2	6.6	104.6	1.7
Subtotal for nine countries	928.4	87.4	1,691.1	83.7	5,923.7	93.4
World total	1,061.8	100.0	2,022.3	100.0	6,348.6	100.0

The other ten members among the major exporting and importing groups were on the whole net importers, though some of them might have had a small positive balance in certain years. The United States of America had the biggest deficit. It grew from US\$301.4 million in 1970 to \$408.1 million in 1975 and \$1,159 million in 1980, a level which none of the net importers ever approached.

In 1970 the Federal Republic of Germany had a surplus of US\$41.4 million in her trade. Imports increasing faster, there was a deficit of US\$32 million in 1975 and \$404.1 million in 1980. France also had a deficit which grew from US\$32.8 million in 1970, to \$118.5 million in 1975 and \$356.9 million in 1980.

The United Kingdom had become a net importer by 1980, when her deficit reached US\$258.2 million, while in 1970 there was a surplus of \$21.2 million and in 1975 one of \$4.4 million. The Netherlands had a deficit which grew from US\$11.9 million in 1970 to \$78.4 million in 1975 and to \$152.3 million in 1980.

Italy's negative balance was small in both 1970 and 1975, but in 1980 it reached US\$128 million. Its imports had quadrupled while its exports had grown by 28 per cent only between 1975 and 1980. Sweden, having comparatively small exports but growing imports, saw her deficit increase from US\$21.8 million in 1970 to \$53.1 million in 1975 and further to \$119.7 million in 1980. Belgium-Luxembourg belonged to the group of net exporters in 1970 and in 1975 with a surplus of US\$22.6 million and \$24.2 million respectively. However, by 1980 Belgium-Luxembourg had become a net importer. Hong Kong imported throughout the decade more than it exported, hence its growing deficit which stood at US\$18 million in 1970, \$22.4 million in 1975 and \$99.4 million in 1980. Singapore's turnover in trade of these commodities was relatively small both in 1970 and 1975 with a negative balance of US\$11.6 and \$12.5 million respectively, but imports increasing faster than exports the gap had widened to \$72.4 million in 1980.

Table 22: Major importers of phonographic equipment
(Values in millions of US dollars: percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	405.2	38.7	603.3	26.7	1,492.2	25.6
Germany, Fed. Rep. of	92.8	8.9	255.4	11.3	727.8	12.5
United Kingdom	49.2	4.7	158.6	7.0	503.9	8.6
France	56.0	5.4	172.1	7.6	427.4	7.3
Saudi Arabia	24.1	1.1	261.9	4.5
Netherlands	97.8	9.3	212.6	9.4	256.9	4.4
Belgium-Luxembourg	29.6	2.8	70.7	3.1	194.1	3.3
Hong Kong	18.0	1.7	36.2	1.6	190.0	3.3
Singapore	12.7	1.2	40.0	1.8	188.1	3.2
Italy	22.2	2.1	48.4	2.1	187.5	3.2
Sweden	23.0	2.2	56.3	2.5	125.0	2.1
Korea, Republic of	1.6	0.2	43.4	1.9	120.1	2.1
Australia	17.3	1.7	46.4	2.1	114.2	2.0
Subtotal for thirteen countries	825.4	78.8	1,767.5	78.2	4,789.1	82.4
World total	1,047.0	100.0	2,260.0	100.0	5,835.6	100.0

Table 23: Trade balance and the relation between exports and imports in international exchange of phonographic equipment
(Values in millions of US dollars; percentage: exports to imports)

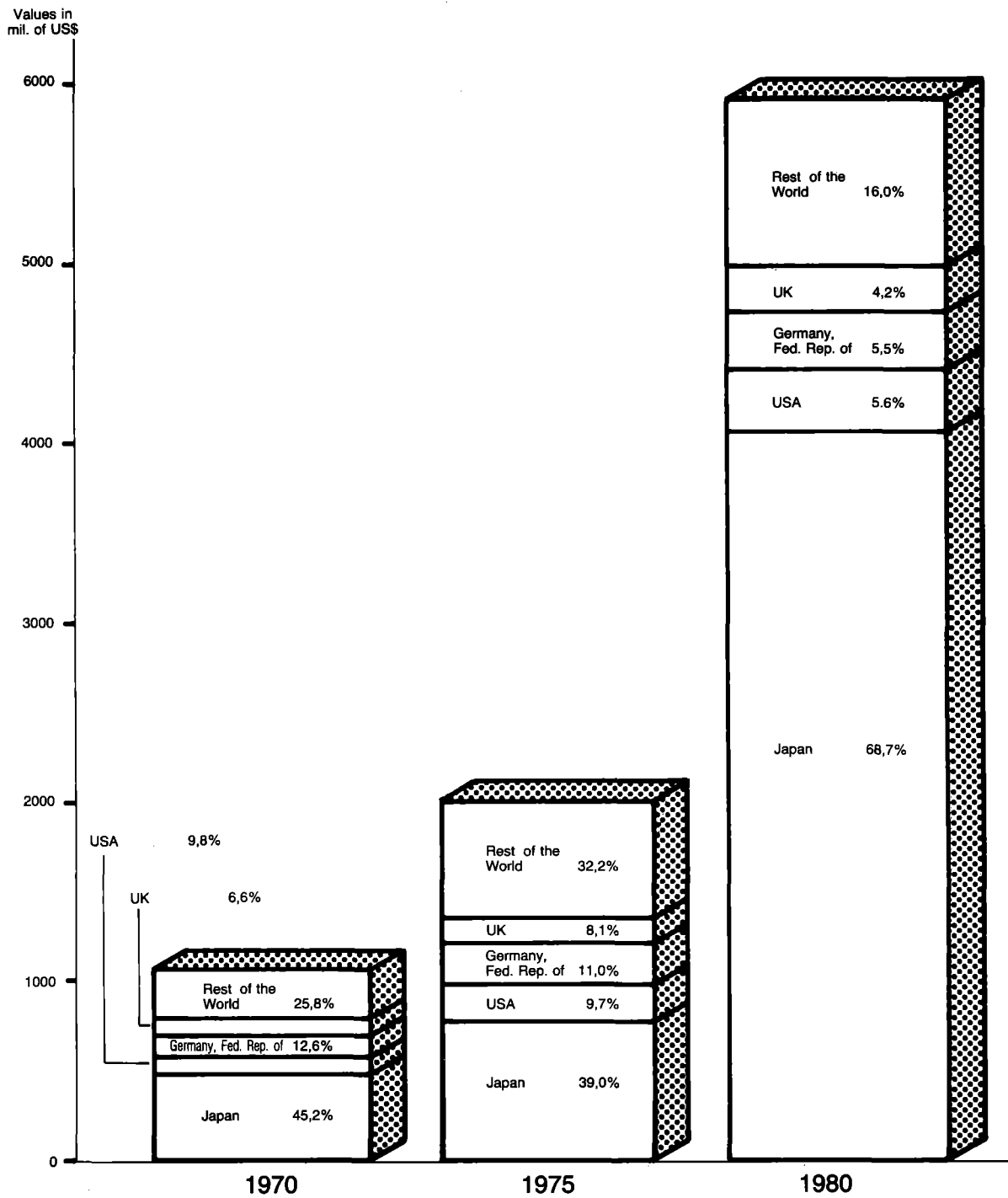
Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
Japan	480.1	14.1	+466.0	3,405	788.7	32.7	+756.0	2,412	4,065.6	69.8	+3,995.8	5,825
Korea, Republic of	0.1	1.6	-0.9	44	64.2	43.4	+20.8	148	141.9	120.1	+20.8	118
NET IMPORTING COUNTRIES*												
USA	103.8	405.2	-301.4	26	195.2	603.3	-408.1	32	333.2	1,492.2	-1,159.0	22
Germany, Fed. Rep. of	134.2	92.8	+41.4	145	223.4	255.4	-32.0	87	323.7	727.8	-404.1	44
France	23.2	56.0	-32.8	41	53.6	172.1	-118.5	31	70.5	427.4	-356.2	17
United Kingdom	70.4	49.2	+21.2	143	163.0	158.6	+4.4	103	245.7	503.9	-258.2	49
Netherlands	85.9	97.8	-11.9	88	134.2	212.6	-78.4	63	104.6	256.9	-152.3	41
Italy	18.6	22.2	-3.6	84	46.3	48.4	-2.1	96	59.5	187.5	-128.0	32
Sweden	1.2	23.0	-21.8	5	3.2	56.3	-53.1	6	5.3	125.0	-119.7	4
Hong Kong	0	18.0	-18.0	0	13.8	36.2	-22.4	38	90.6	190.0	-99.4	48
Singapore	1.1	12.7	-11.6	9	27.5	40.0	-12.5	69	115.7	188.1	-72.4	62
Belgium-Luxembourg	52.2	29.6	+22.6	176	94.9	70.7	+24.2	134	161.8	194.1	-32.3	83

* According to balance in 1980

Table 24: Main partner countries of the major exporters of phonographic equipment
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		480.1	100.0	788.7	100.0	4,065.6	100.0
EEC		51.2	10.7	223.4	28.3	1,431.8	35.2
Germany, Fed. Rep. of		26.4	5.5	96.3	12.2	578.9	14.2
United Kingdom		6.0	1.2	54.6	6.9	330.6	8.1
France		1.1	0.2	10.5	1.3	199.5	4.9
Netherlands		6.9	1.4	25.7	3.3	126.7	3.1
Belgium-Luxembourg		5.1	1.1	23.4	3.0	115.0	2.8
USA		274.2	57.1	292.4	37.1	1,146.1	28.2
Singapore		5.4	1.1	20.8	2.6	139.8	3.4
Hong Kong		10.1	2.1	16.3	2.1	121.5	3.0
Canada		21.4	4.5	32.9	4.2	101.3	2.5
Saudi Arabia		1.0	0.2	8.5	1.1	86.2	2.1
Australia		8.0	1.7	22.4	2.8	83.9	2.1
Kuwait		1.7	0.4	3.0	0.4	73.9	1.8
Switzerland		21.2	4.4	13.1	1.7	71.2	1.8
Korea, Republic of		3.9	0.8	27.1	3.4	70.1	1.7
UNITED STATES OF AMERICA							
To: World		103.8	100.0	195.2	100.0	333.2	100.0
EEC		52.5	50.6	75.3	38.6	94.9	28.5
United Kingdom		11.5	11.1	29.8	15.3	43.2	13.0
Germany, Fed. Rep. of		20.1	19.4	19.9	10.2	15.6	4.7
Mexico		4.3	4.1	16.3	8.4	86.5	26.0
Canada		12.1	11.7	25.9	13.3	23.6	7.1
Japan		8.6	8.3	14.1	7.2	22.8	6.8
Argentina		1.0	1.0	0.8	0.4	10.1	3.0
Venezuela		3.3	3.2	2.9	1.5	10.1	3.0
Australia		2.8	2.7	10.2	5.2	9.3	2.8
GERMANY, FEDERAL REPUBLIC OF							
To: World		134.2	100.0	223.4	100.0	323.7	100.0
EEC		72.2	53.8	129.4	57.9	163.2	50.4
France		23.4	17.4	46.0	20.6	45.3	14.0
Netherlands		18.2	13.6	32.4	14.5	36.0	11.1
United Kingdom		9.3	6.9	18.9	8.5	35.5	11.0
Italy		9.6	7.2	10.8	4.8	20.6	6.4
Belgium-Luxembourg		8.9	6.6	17.9	8.0	19.8	6.1
Switzerland		7.0	5.2	11.5	5.1	21.9	6.8
Austria		4.6	3.4	7.6	3.4	20.6	6.4
USA		18.5	13.8	21.1	9.4	20.4	6.3
Sweden		3.6	2.7	6.5	2.9	13.1	4.0
Spain		1.3	1.0	2.4	1.1	8.6	2.7
Canada		3.1	2.3	6.7	3.0	4.6	1.4
UNITED KINGDOM							
To: World		70.4	100.0	163.0	100.0	245.7	100.0
EEC		14.1	20.0	53.8	33.0	77.1	31.4
Germany, Fed. Rep. of		8.2	11.6	23.3	14.3	25.5	10.4
Ireland		1.3	1.8	3.6	2.2	13.4	5.5
France		1.4	2.0	10.9	6.7	12.6	5.1
Italy		0.6	0.9	5.7	3.5	10.7	4.4
USA		36.3	51.6	59.3	36.4	67.4	27.4
Nigeria		0.4	0.6	4.5	2.8	11.6	4.7
Brazil		0.1	0.1	0.8	0.5	9.3	3.8
Spain		0.5	0.7	1.5	0.9	6.2	2.5
Canada		3.6	5.1	3.7	2.3	5.2	2.1
Japan		2.3	3.3	5.2	3.2	5.1	2.1
Switzerland		0.6	0.9	3.5	2.1	4.1	1.7
Sweden		1.8	2.6	3.5	2.1	4.0	1.6
Australia		2.3	3.3	3.7	2.3	3.9	1.6

Major exporters of phonographic equipment



Note: Canada is not included in the world totals because data were not available for the years 1970 and 1975. If included in 1980, when data were available, Canada would count for 6.8% of the world total (See table 21.)

For both Hong Kong and Singapore, 'invisible' exports, through sale to tourists, or mail purchase by foreigners, may show a trade deficit which is only 'apparent'. It is well-known that these countries, especially Hong Kong, are good outlets for Japanese 'seconds' which they sell back to tourists at prices which are very attractive to both buyers and sellers. If as is the case for many countries exports below a certain value are not accountable to customs, the large number of relatively small orders, by post, would actually make exports break even with imports.

Countries trading with the four major exporters

Japan

The trend of Japanese exports during the decade 1970-80 is clearly apparent: the share of the EEC in her exports was steadily growing, the same trend being obvious for her partners in Asia and the Pacific, while the share of the United States of America and Canada kept declining. In 1970 the EEC countries took about 11 per cent of Japan's exports, its Asian and Pacific partners over 6 per cent, the United States and Canada almost 62 per cent (the USA alone 57 per cent). In 1975 the EEC accounted for over 28 per cent, the Asian and Pacific countries over 12 per cent, while the share of the United States and Canada fell to about 41 per cent. In 1980 (the year in which 1 per cent of Japan's exports was equal to over US\$40 million) the United States and Canada together took only about 30 per cent, the EEC accounted for over 35 per cent and the Asian and Pacific partners for over 14 per cent of Japan's exports. The value exported from Japan to the United States in 1980 constituted about 77 per cent of all phonographic equipment imported by the United States in that year; for the Federal Republic of Germany the corresponding percentage was 80, for the United Kingdom 66, France 47, the Netherlands 49, Belgium-Luxembourg 59, Singapore 74 and Hong Kong 64. By and large the main partners of Japan shown in Table 24 absorbed 83 per cent of her exports in 1970, 84 per cent in 1975 and 82 per cent in 1980.

United States of America

During the decade the share of the EEC in US exports noticeably declined and that of the major partners in America had grown appreciably while Japan absorbed approximately the same percentage throughout the period. In 1970 the EEC took almost 51 per cent of the United States exports. The Federal Republic of Germany and the United Kingdom absorbed over 30 per cent, American countries (Argentina, Venezuela, Mexico and Canada) 20 per cent and Japan about 9 per cent. In 1975 the share of the EEC had dropped to about 39 per cent, American countries accounted for about 24 per cent, and Japan's share slightly declined to around 7 per cent. In 1980 the percentage going to the EEC further had declined to about 29 per cent, while American countries and Japan absorbed 39 per cent and approximately 7 per cent respectively. Australia's percentage changed from under 3 in 1970 to over 5 in 1975 and then fell back to approximately 3 in 1980. These partners of the United States absorbed about 82 per cent of its exports in 1970, around 75 per cent in 1975 and 77 per cent in 1980.

Federal Republic of Germany

The major part of the Federal Republic of Germany's exports during the decade went to other European countries, i.e. the EEC and non-EEC countries (Austria, Spain, Switzerland and Sweden). Thus in 1970 the EEC absorbed about 54 per cent and the non-EEC countries around 12 per cent; both groups together shared 66 per cent of the exports of the Federal

Republic of Germany, and overseas partners (United States of America and Canada) accounted for about 16 per cent, thereby totaling 82 per cent. In 1975 the EEC had almost 58 per cent and the non-EEC countries over 12 per cent, while the share of the United States and Canada declined to around 12 per cent. The total was then 83 per cent compared with 82 per cent five years earlier. In 1980 the pattern did not change much except for a redistribution of percentages among the European partners, i.e. the share of the EEC fell to about 50 per cent and that of the non-EEC countries increased to almost 20 per cent (Europe accounted for approximately 70 per cent as in 1975); the overseas partners' share however fell to under 8 per cent, which led to an aggregate 78 per cent for the countries under consideration.

United Kingdom

About twenty major partners from four continents divided among themselves approximately 88 per cent of British exports in 1970, almost 86 per cent in 1975 and nearly 79 per cent in 1980. In 1970 the United States alone took about 52 per cent of the British exports (North America, Canada and the United States, 57 per cent), while the major partners in Europe shared around 24 per cent, and distant overseas partners (Australia and Japan) accounted for just above 3 per cent each. In 1975 the United States and Canada totalled about 39 per cent, and the major partners in Europe (the EEC and the non-EEC countries) increased their share to 38 per cent, the EEC alone accounting for 33 per cent. Australia took 2.3 per cent and Japan 3.2 per cent. Five years later, in 1980 the percentage of the United States and Canada dropped to under 30, the EEC still shared over 31 per cent, the non-EEC partners in Europe accounted for approximately 6 per cent; the share of Japan and Australia continued to fall (2.1 per cent and 1.6 per cent respectively) while two developing countries emerged among the major partners of the United Kingdom: Nigeria (4.7 per cent) and Brazil (3.8 per cent).

2b. RECORDS AND TAPES

Exportation of records and tapes

International exchanges in records and tapes have generally followed the pattern of the other cultural commodities dealt with in this report. World exports of records and tapes had increased from US\$338 million in 1970 to \$916 million in 1975 and then trebled to \$2,774 million in 1980, an overall eight-fold increase over the figure for 1970.

During the decade, around 90 per cent of world exports were divided among the following nine countries: Japan, United States of America, Federal Republic of Germany, France, United Kingdom, Netherlands, Hong Kong, Singapore and Belgium-Luxembourg. The biggest among them, Japan, has multiplied its exports over 26 times over that period, the absolute figures standing at around US\$26 million and \$683 million in 1970 and 1980 respectively. Correspondingly, Japan's share in the world total which was 8 per cent in 1970 and 9 per cent in 1975 grew rapidly to almost 25 per cent in 1980.

Exports of the United States of America in this area were initially greater than those of Japan and stood at US\$98 million for 1970 and \$216 million for 1975, while Japan's exports were \$26 million and \$84 million respectively. In 1980 exports of the United States were just under US\$600 million, registering a considerable increase over the figures for 1975. Japan, however, had moved much faster and had dethroned the United States. The consequences of this tremendous push by Japan have been that despite an increase in the absolute value of United States' exports over the decade, the world share of the United States of

America had declined from 29 per cent in 1970 to about 24 per cent in 1975 and to around 22 per cent in 1980. The Federal Republic of Germany also felt the pinch, in that despite increasing exports in absolute terms, her percentage of the world total had declined from 27 per cent in 1970 to 13 per cent in 1980.

In 1980, Japan, the United States of America and the Federal Republic of Germany accounted for 59 per cent of the world's exports. French exports increased ten times from 1970 to 1980, but only managed to achieve a slight increase in her share of the world total, i.e. 7.2 per cent in 1970 and 8.7 per cent in 1980. The performance of the United Kingdom was close to that of France: in 1970 her share in the world total was under 9 per cent, but in 1980 it had fallen to around 8 per cent, despite a seven-fold increase in absolute terms. The Netherlands, although a smaller country than France or the Federal Republic of Germany, did quite well during the period with 5 per cent, 7 per cent and 6 per cent of the world total in 1970, 1975 and 1980 respectively. Belgium-Luxembourg had a good performance in the first half of the decade, with 6 per cent and 5 per cent in 1970 and 1975 respectively. The plunge in relative terms then accelerated and the figure was only 2 per cent in 1980.

The distinguishing feature of this list of the major exporters is that it includes two non-European countries, namely Hong Kong and Singapore, both of which, after starting from a negligible base, came up with appreciable export values in 1980. Hong Kong's exports in 1975 accounted for about 2 per cent of the world total; five years later the share reached almost 3 per cent with export values over US\$80 million; the exports of Singapore made up only 0.5 per cent of the world total in 1970 and 1975. With a sharp increase between 1975 and 1980, its share in the world total stood at 2.5 per cent in 1980 and the corresponding value was US\$69 million.

Importation of records and tapes

Since the trade in these products is mainly carried out among a relatively small number of developed countries, it is natural for imports to have a behaviour similar to that of exports. The value of imports increased from US\$331 million in 1970 to about \$935 million in 1975, nearly thrice as much. A similar increase brought the value to \$2,614 million in 1980. The list of the major importing countries (fourteen in number) includes all the major exporters (see Table 26), five of which being the biggest importers, namely the Federal Republic of Germany, the United Kingdom, the United States of America, France and the Netherlands. They accounted for over 40 per cent of the world imports in 1970, almost 41 per cent in 1975 and over 49 per cent in 1980, while the share of the fourteen major importers (includ-

ing the 'big five') stood at around 72 per cent, 71 per cent and 81 per cent respectively.

The Federal Republic of Germany headed the list of the major importers with an import value rising from US\$27 million in 1970 (over 8 per cent of the world total) to \$90 million in 1975 (almost 10 per cent of the world total) and to \$347 million in 1980 (over 13 per cent of the world total). Imports of the United Kingdom were slightly higher than those of the Federal Republic of Germany in 1970 and 1975 (US\$28 million and \$98 million respectively). In 1980 the United Kingdom's imports reached US\$313 million and accounted for 12 per cent of world imports. Import values for the United States of America stood at US\$28 million in 1970 and \$65 million in 1975, to reach \$293 million in 1980 (above 11 per cent of the world total). France imported records and tapes in increasing values with figures growing from approximately US\$25 million in 1970 to \$67 million in 1975 and to almost \$207 million in 1980 (representing a proportion of the world total ranging between 7 and 8 per cent). The Netherlands imported as much as France in 1970 and in 1975 (around US\$25 million and \$70 million respectively). By 1980 the growth rate had slowed down and Dutch imports of US\$160 million were well below those of France.

Italy started with a relatively low base in 1970 (about US\$11 million); five years later the import value was about \$29 million, and in 1980 reached \$120 million (4.6 per cent of the world total). Belgium-Luxembourg as a group which in 1970 and 1975 had imports approximately double those of Italy, fell to the level of that country in 1980, with 4.6 per cent of the world total. Japan as an importer was rather moderate in her performance; her share in the world total declined from about 6 per cent in 1970 to around 4 per cent in 1980 (the values stood at about US\$19 million and \$102 million respectively). Imports by Sweden accounted for just under 5 per cent in 1970 and 1975 (US\$16 million and \$45 million respectively), and under 4 per cent in 1980 (even though the import value reached approximately \$93 million). Austria's imports in 1970 and 1980 were between 2.3 and 2.4 per cent of the world total. Singapore's imports grew over nine times between 1970 and 1980. The percentage of the world total improved slightly, from 1.9 to 2.1 per cent.

Trade balance in exchange of records and tapes

In 1980 seven out of the nine main exporters had a positive balance in the trade of these goods, i.e. they were net exporting countries. These countries, listed according to the importance of that balance, were: Japan, United States of America, France, Hong Kong, Singapore, Netherlands and the Federal Republic of Germany.

Table 25: Major exporters of records and tapes
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	25.8	7.6	83.5	9.1	682.5	24.6
USA	98.0	29.0	215.7	23.6	599.5	21.6
Germany, Fed. Rep. of	91.5	27.1	215.6	23.6	354.0	12.8
France	24.3	7.2	71.8	7.8	239.9	8.7
United Kingdom	29.6	8.7	92.9	10.1	224.6	8.1
Netherlands	15.8	4.7	66.2	7.2	172.2	6.2
Hong Kong	0.0	0.0	17.3	1.9	80.5	2.9
Singapore	1.6	0.5	4.4	0.5	68.8	2.5
Belgium-Luxembourg	20.3	6.0	42.5	4.6	56.8	2.0
Subtotal for nine countries	306.9	90.8	809.9	88.4	2,478.8	89.4
World total	338.1	100.0	916.2	100.0	2,774.2	100.0

The trade surplus of Japan was growing rapidly due to fast increasing exports. A positive balance of about US\$7 million in 1970 changed to \$45 million in 1975 and to over \$508 million in 1980. The United States of America had a surplus of about US\$70 million in 1970 which grew to \$151 million in 1975 and to almost \$307 million in 1980. In 1970 France achieved some balance but in 1975 moved on to a small surplus standing around US\$5 million. In 1980 the surplus was of the magnitude of US\$33 million. Hong Kong had a surplus balance in 1980 of US\$18 million, while in 1975 the surplus was only \$2.2 million. In 1970 with zero exports, its net imports accounted for a US\$5 million deficit. Singapore was a net importer both in 1970 and in 1975 with a US\$4.5 million deficit for both years, but in 1980 the surplus stood at around \$13 million. The same was true for the

Netherlands with deficits of US\$9.1 million and \$3.3 million in 1970 and 1975 respectively. In 1980 exports exceeded imports by some US\$12 million.

The trade of the United Kingdom was nearly balanced in 1970 with a small surplus of US\$1.3 million. In 1975 the United Kingdom had become a net importer with a deficit of US\$5.1 million, which swelled to \$88.6 million in 1980. In 1970 Italy and Belgium-Luxembourg were nearly on balance, but between 1975 and 1980 their deficit grew from US\$2.7 million to \$72.8 million and from \$13.7 million to \$62.4 million respectively. Sweden's negative balance grew from US\$14.5 million in 1970 to \$39.8 million in 1975 and to \$72.2 million in 1980, while that of Austria jumped from \$2.8 million in 1970 to \$40.0 million in 1980, i.e. increased fourteen and a half times.

Table 26: Major importers of records and tapes
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Germany, Fed. Rep. of	27.0	8.2	90.0	9.6	346.9	13.3
United Kingdom	28.3	8.6	98.0	10.5	313.2	12.0
USA	28.1	8.5	64.7	6.9	292.9	11.2
France	25.3	7.6	66.6	7.1	206.5	7.9
Netherlands	24.9	7.5	69.5	7.4	160.4	6.1
Italy	11.2	3.4	28.5	3.1	120.2	4.6
Belgium-Luxembourg	20.0	6.0	56.2	6.0	119.2	4.6
Switzerland	17.8	5.4	42.3	4.5	103.3	3.9
Japan	18.9	5.7	38.3	4.1	102.1	3.9
Sweden	15.8	4.8	45.3	4.9	92.8	3.6
Saudi Arabia	6.4	0.7	68.7	2.6
Hong Kong	5.3	1.6	15.1	1.6	62.5	2.4
Austria	7.8	2.3	31.1	3.3	61.6	2.4
Singapore	6.1	1.9	8.9	1.0	55.9	2.1
Subtotal for fourteen countries	236.5	71.5	660.9	70.7	2,106.2	80.6
World total	330.6	100.0	934.8	100.0	2,614.0	100.0

Table 27: Trade balance and the relation between exports and imports in international exchange of records and tapes
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES *												
Japan	25.8	18.9	+6.9	137	83.5	38.3	+45.2	218	682.5	102.1	+508.4	668
USA	98.0	28.1	+69.9	349	215.7	64.7	+151.0	333	599.5	292.9	+306.6	205
France	24.3	25.3	-1.0	96	71.8	66.6	+5.2	108	239.9	206.5	+33.4	116
Hong Kong	0	5.3	-5.3	0	17.3	15.1	+2.2	115	80.5	62.5	+18.0	129
Singapore	1.6	6.1	-4.5	26	4.4	8.9	-4.5	49	68.8	55.9	+12.9	123
Netherlands	15.8	24.9	-9.1	63	66.2	69.5	-3.3	95	172.2	160.4	+11.8	107
Germany, Fed. Rep. of	91.5	27.0	+64.5	339	215.6	90.0	+125.6	240	354.0	346.9	+7.1	102
NET IMPORTING COUNTRIES *												
United Kingdom	29.6	28.3	+1.3	105	92.9	98.0	-5.1	95	224.6	313.2	-88.6	72
Switzerland	1.3	17.8	-16.5	7	6.2	42.3	-36.1	15	25.9	103.3	-77.4	25
Italy	11.8	11.2	+0.6	105	25.8	28.5	-2.7	91	47.4	120.2	-72.8	39
Sweden	1.3	15.8	-14.5	8	5.5	45.3	-39.8	12	20.6	92.8	-72.2	22
Belgium-Luxembourg	20.3	20.0	+0.3	102	42.5	56.2	-13.7	76	56.8	119.2	-62.4	48
Austria	5.0	7.8	-2.8	64	17.6	31.1	-13.5	57	21.0	61.6	-40.6	34

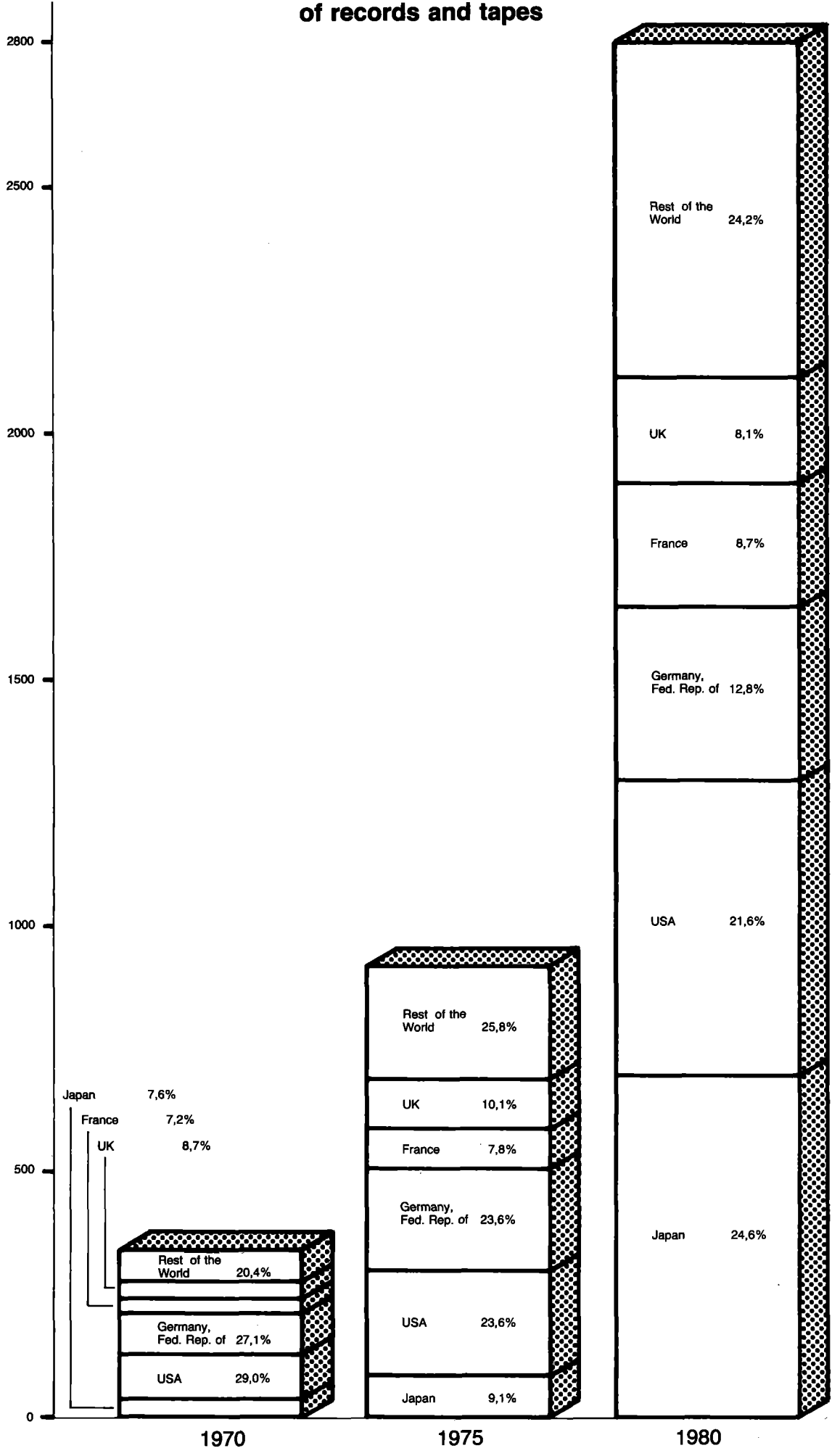
* According to balance in 1980

Table 28: Main partner countries of the major exporters of records and tapes
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		25.8	100.0	83.5	100.0	682.5	100.0
EEC		2.2	8.5	14.6	17.5	207.1	30.3
Germany, Fed. Rep. of		0.2	0.8	3.6	4.3	91.4	13.4
United Kingdom		0.2	0.8	4.3	5.1	63.9	9.4
France		0	0.0	0.4	0.5	23.3	3.4
Netherlands		0.9	3.5	5.1	6.1	10.7	1.6
USA		8.8	34.1	24.4	29.2	169.1	24.8
Singapore		1.5	5.8	1.8	2.2	33.7	4.9
Saudi Arabia		0.3	1.2	5.8	6.9	32.6	4.8
Kuwait		0.7	2.7	2.7	3.2	24.9	3.6
Hong Kong		2.1	8.1	1.7	2.0	22.0	3.2
Australia		0.3	1.2	5.5	6.6	16.0	2.3
Libyan Arab Jamahiriya		0.5	1.9	0.6	0.7	15.7	2.3
Canada		1.5	5.8	2.1	2.5	10.2	1.5
UNITED STATES OF AMERICA							
To: World		98.0	100.0	215.7	100.0	599.5	100.0
EEC		32.8	33.5	75.2	34.9	262.4	43.8
United Kingdom		7.7	7.9	23.7	11.0	96.1	16.0
Germany, Fed. Rep. of		6.4	6.5	13.7	6.4	52.0	8.7
France		3.0	3.1	9.5	4.4	34.1	5.7
Netherlands		2.2	2.2	6.3	2.9	33.3	5.6
Belgium-Luxembourg		10.5	10.7	13.2	6.1	18.0	3.0
Canada		12.5	12.8	28.9	13.4	58.4	9.7
Japan		13.2	13.5	19.8	9.2	51.4	8.6
Mexico		12.5	12.8	20.7	9.6	34.3	5.7
Australia		3.5	3.6	11.1	5.1	20.3	3.4
Argentina		1.1	1.1	1.5	0.7	17.5	2.9
Hong Kong		1.8	1.8	7.8	3.6	11.9	2.0
GERMANY, FEDERAL REPUBLIC OF							
To: World		91.5	100.0	215.6	100.0	354.0	100.0
EEC		39.5	43.2	106.1	49.2	192.3	54.3
France		9.9	10.8	26.8	12.4	53.5	15.1
Netherlands		8.9	9.7	18.1	8.4	44.7	12.6
United Kingdom		6.9	7.5	17.5	8.1	39.7	11.2
Italy		5.2	5.7	16.5	7.7	25.5	7.2
Belgium-Luxembourg		4.6	5.0	12.5	5.8	17.5	4.9
Switzerland		7.2	7.9	19.2	8.9	35.8	10.1
Austria		4.6	5.0	17.5	8.1	31.1	8.8
USA		7.7	8.4	6.5	3.0	18.4	5.2
Sweden		5.2	5.7	11.4	5.3	13.2	3.7
Spain		1.7	1.9	6.0	2.8	7.2	2.0
FRANCE							
To: World		24.3	100.0	71.8	100.0	239.9	100.0
EEC		13.4	55.1	43.6	60.7	164.4	68.5
Germany, Fed. Rep. of		4.4	18.1	14.0	19.5	63.5	26.5
United Kingdom		0.7	2.9	5.4	7.5	30.8	12.8
Belgium-Luxembourg		4.4	18.1	14.5	20.2	25.2	10.5
Italy		0.6	2.5	5.1	7.1	23.6	9.8
Netherlands		2.2	9.1	3.6	5.0	14.6	6.1
Switzerland		2.3	9.5	7.2	10.0	18.4	7.7
Sweden		1.1	4.5	1.6	2.2	7.7	3.2
Spain		0.3	1.2	1.5	2.1	6.5	2.7
Austria		0.9	3.7	1.1	1.5	4.6	1.9
UNITED KINGDOM							
To: World		29.6	100.0	92.9	100.0	224.6	100.0
EEC		11.9	40.2	43.8	47.1	131.5	58.5
Germany, Fed. Rep. of		2.5	8.4	14.9	16.0	41.9	18.7
France		1.5	5.1	6.2	6.7	26.5	11.8
Netherlands		2.8	9.5	10.3	11.1	21.5	9.6
Italy		0.5	1.7	2.2	2.4	18.5	8.2
USA		3.5	11.8	7.8	8.4	18.4	8.2
Sweden		2.6	8.8	8.8	9.5	11.2	5.0
Australia		1.4	4.7	2.8	3.0	6.8	3.0
Switzerland		1.5	5.1	4.0	4.3	6.1	2.7
Nigeria		2.3	7.8	3.4	3.7	4.3	1.9
Norway		1.1	3.7	4.2	4.5	4.1	1.8

Major exporters of records and tapes

Values in mil. of US\$



Countries trading with the five major exporters

Japan

Compared with those for 1970 and 1975, Japanese exports of these goods in 1980 had shown a sharp increase. The main partners of Japan could be classified into four groups: North America (United States of America plus Canada); the EEC countries; the Asian and Pacific countries (Australia, Hong Kong and Singapore), and the Arab countries (Saudi Arabia, Kuwait and Libyan Arab Jamahiriya). The foregoing countries altogether absorbed around 70 per cent of Japan's exports in 1970 and 1975, and almost 78 per cent in 1980. The United States and Canada accounted for about 40 per cent of the exports of Japan in 1970, but for only around 32 per cent in 1975 and 26 per cent in 1980. During the decade, Japan kept increasing its exports to the EEC countries. From 9 per cent in 1970, the EEC countries increased their share of Japan's exports to 18 per cent in 1975 and to over 30 per cent in 1980. In relative terms the Asian and Pacific partners decreased in importance for Japan with their 15 per cent in 1970 falling to 11 per cent in 1975 and to 10 per cent in 1980. The Arab trading partners of Japan absorbed about 6 per cent of its exports in 1970 and around 11 per cent both in 1975 and in 1980.

United States of America

The main partner of the United States of America during the period was the EEC as a whole, which kept on carving out a bigger share of United States' exports. From about 34-35 per cent in the first half of the decade, the figure was about 44 per cent in 1980. Among the individual members of the EEC, the United Kingdom was ahead with 8 per cent in 1970, 11 per cent in 1975 (about a third of all United States' exports to the EEC countries), and 16 per cent in 1980.

The American trade partners of the United States of America (Canada, Argentina and Mexico taken together) were doing relatively less well; from 27 per cent in 1970 the figure fell to around 24 per cent in 1975 and to just over 18 per cent in 1980. The Asian and Pacific partners (Japan, Australia and Hong Kong), again in relative terms, took a declining percentage of United States' exports: about 19 per cent in 1970, 18 per cent in 1975 and 14 per cent in 1980. The above countries have been absorbing 79 per cent of the exports of the United States in 1970, almost 77 per cent in 1975 and 76 per cent in 1980.

Federal Republic of Germany

Most exports of the Federal Republic of Germany went to her European partners in the EEC (43 per cent in 1970, 49 per cent in 1975 and 54 per cent in 1980). The non-EEC European partners (Austria, Spain, Sweden and Switzerland) accounted for 20 per cent of the Federal Republic's exports in 1970 and approximately 25 per cent in both 1975 and 1980. The EEC and non-EEC partners altogether therefore took almost 64 per cent of the Federal Republic's exports in 1970, over 74 per cent in 1975, and close to 79 per cent in 1980. The United States of America accounted for just over 8 per cent in 1970. That figure fell to 3 per cent in 1975 but then recovered to reach 5 per cent in 1980. These major partners of the Federal Republic of Germany accounted for over 72 per cent of her exports in 1970, for over 77 per cent in 1975 and 84 per cent in 1980.

France

In 1970 and 1975 about three quarters of the exports of France were absorbed by the major European partners; in 1980 their share increased to 84 per cent. The EEC accounted for 55 per cent in 1970, for 60 per cent in 1975 and for approximately 68 per cent in 1980. The major individual partner among the EEC

members was the Federal Republic of Germany with 18 per cent in 1970 rising to almost 20 per cent in 1975 and to 27 per cent in 1980. The United Kingdom also took an increasing percentage of France's exports: under 3 per cent in 1970, almost 8 per cent in 1975 and nearly 13 per cent in 1980. The performance of the group Belgium-Luxembourg was not regular: from 18 per cent in 1970 the figure went to above 20 per cent in 1975 and fell to 10 per cent in 1980. The Netherlands which took over 9 per cent in 1970 accounted for only 5 per cent in 1975, with a slight recovery to reach approximately 6 per cent in 1980. The non-EEC European partners (Austria, Spain, Sweden and Switzerland) took around 19 per cent of French exports in 1970. For the rest of the decade their share was practically constant at 16 per cent.

United Kingdom

The European partners of the United Kingdom have been absorbing increasing amounts of her exports, about 58 per cent in 1970, over 65 per cent in 1975 and 68 per cent in 1980. The growth of the percentage of the European partners was due to a steady increase of the EEC's share which offset a sharp decline between 1975 and 1980 of exports to non-EEC countries. The latter group (Norway, Sweden, Switzerland) accounted for about 18 per cent both in 1970 and in 1975. That figure fell to under 10 per cent in 1980. On the contrary the percentage of the EEC has been steadily growing: from 40 per cent in 1970 to 47 per cent in 1975 and to almost 59 per cent in 1980. The main partner of the United Kingdom among the EEC countries was the Federal Republic of Germany, with over 8 per cent in 1970, 16 per cent in 1975 and nearly 19 per cent in 1980. The United States had a slightly diminishing percentage: around 12 per cent in 1970 but only around 8 per cent in 1975 and 1980. These partners, including Australia and New Zealand, have been absorbing over 80 per cent of the exports of the United Kingdom throughout the decade.

2c. MUSICAL INSTRUMENTS

Exportation of musical instruments

World exports of musical instruments during the decade (1970-1980) have more than doubled every five years. Export values, which stood at US\$223 million in 1970, rose to \$531 million in 1975 and further to \$1,226 million in 1980. The seven main exporters (see Table 29) had accounted for a relatively stable portion of the world total: 85 per cent in 1970 and 88 per cent in 1980. The biggest world exporter of musical instruments during the decade was Japan, her exports consisting mainly of pianos and electrical musical instruments. In 1970 the value of exports of Japan stood at US\$76.2 million (over 34 per cent of the world total); in 1975 the exports increased to \$161.2 million, and in 1980 with a further increase in value to \$390.1 million representing almost 32 per cent of the world total.

Next to Japan we find the Federal Republic of Germany with 18 per cent in 1970, 16.5 per cent in 1975 and 13 per cent of the world total in 1980, i.e. approximately two-fifths of the performance of Japan in that year.

The United States of America was the only country among the major exporters whose percentage of the world total kept rising during the decade: from over 9 per cent in 1970 to almost 12 per cent in 1975, reaching nearly 15 per cent in 1980. Italy absorbed almost 13 per cent of the world total in 1970; her percentage increased to over 16 in 1975 but had fallen slightly by 1980. The share of the United Kingdom throughout the decade was stable at just under 6 per cent, though in terms of value the increase was important, i.e. 5.7 times. The Netherlands' export value in 1980 was 5.3 times greater than in 1970, increasing from US\$10.1 million to \$53.7 million. The Republic of Korea exported pianos and other string instruments valued at around US\$13 million in 1975 and almost \$37 million in 1980.

Importation of musical instruments

World imports of musical instruments have been growing steadily during the decade from US\$239 million in 1970 to \$672 million in 1975, reaching \$1,452 million in 1980, which is over 6 times greater than in 1970. The 12 major importers (six of them are in the list of major exporters as well - see Table 29) accounted for about 80 per cent of the world total in 1970. That share fell slightly to 76 per cent in 1975 and recovered to 78 per cent in 1980.

The list of the major importers is headed by the United States of America. Throughout the decade the United States held the first place among the major importers, the values increasing from US\$72 million in 1970 to \$115 million in 1975 and further to almost \$217 million in 1980, despite the fact that these increases have corresponded to declining percentages of the world total (30 per cent, 17 per cent and about 15 per cent respectively). For the Federal Republic of Germany there have been regular increases (7 per cent in 1970, 11 per cent in 1975 and over 13 per cent in 1980). France imported increasing amounts during the decade and by 1980 the value of her imports reached US\$134 million (almost 12 times the value for 1970) representing 9 per cent of the world total. The United Kingdom was ahead of France both in 1970 and in 1975 with values of US\$16 million and about \$51 million respectively. In 1980 she was overtaken by France: her imports were valued around US\$123 million as against \$134 million for France. The other importers were the Netherlands (around 5 per cent for the period), Italy (3 per cent in 1970 and 1975, 5 per cent in 1980), and Switzerland with an average of 4 per cent, keeping up with world increases during that period. Japan imported over 10 times more in 1980 than in 1970, but her world share stood at only 3.7 per cent in 1980 and

the import values were US\$53.4 million. For Australia imports increased from US\$9.1 million in 1970 to \$52.7 million in 1980, i.e. 5.8 times, representing 3.8 per cent and 3.6 per cent respectively of the world total. In both 1970 and 1975 Sweden was ahead of Spain with import values of US\$8.4 million and \$24.1 million, while those of Spain stood at \$2.5 million and \$13.8 million respectively. In 1980 they came almost abreast, sharing 2.6 per cent and 2.7 per cent respectively.

Trade balance in exchange of musical instruments

Among the ten countries listed in Table 31 only Japan and Italy emerge as net exporters throughout the period. Surpluses in Japan's trade have been growing steadily since 1970 from US\$71.2 million to \$137.9 million in 1975 and reached \$336.7 million in 1980, a 140 per cent increase over the figure for 1975. Italy had a surplus of US\$21.1 million in 1970, which grew to \$62.9 million and \$118.1 million in 1975 and 1980 respectively, due mainly to a rapid growth of exports over imports. The Federal Republic of Germany had surpluses of US\$23.2 million and \$16.6 million in 1970 and 1975 respectively. In 1980 a negative balance of US\$34.2 million was registered. France topped the list of the net importers; her deficit was multiplied over 21 times between 1970 and 1980 when it ran to the tune of US\$98.8 million. The United States of America had a bigger deficit than France in 1970 and in 1975, standing just above the US\$50 million mark each time. In 1980, that deficit declined to US\$37 million in view of the more rapid increase in exports than in imports. Canada's deficit trebled between 1970 and 1975, values standing at US\$16.6 million and \$50.9 million respectively. A slower increase in that trade deficit during the next five years left a gap of US\$68.5 million only.

Table 29: Major exporters of musical instruments
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	76.2	34.2	161.2	30.4	390.1	31.8
Italy	28.6	12.8	85.4	16.1	190.8	15.6
USA	20.5	9.2	62.7	11.8	180.0	14.7
Germany, Fed. Rep. of	40.5	18.2	87.7	16.5	160.5	13.1
United Kingdom	12.3	5.5	31.0	5.8	70.6	5.7
Netherlands	10.1	4.6	18.3	3.4	53.7	4.4
Korea, Republic of	1.0	0.5	12.9	2.4	36.8	3.0
Subtotal for seven countries	189.2	85.0	459.2	86.4	1,082.5	88.3
World total	222.6	100.0	530.9	100.0	1,225.9	100.0

Table 30: Major importers of musical instruments
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	72.0	30.2	114.8	17.1	216.6	14.9
Germany, Fed. Rep. of	17.3	7.2	71.1	10.6	194.7	13.4
France	11.6	4.9	44.0	6.5	134.0	9.2
United Kingdom	16.0	6.7	50.6	7.5	122.7	8.5
Netherlands	13.5	5.6	35.0	5.2	78.2	5.4
Canada	18.7	7.9	53.4	8.0	76.2	5.3
Italy	7.5	3.2	22.5	3.3	72.7	5.0
Switzerland	9.1	3.8	24.2	3.6	57.1	3.9
Japan	5.0	2.1	23.3	3.5	53.4	3.7
Australia	9.1	3.8	33.3	5.0	52.7	3.6
Spain	2.5	1.0	13.8	2.1	38.8	2.7
Sweden	8.4	3.5	24.1	3.6	37.5	2.6
Subtotal for twelve countries	190.7	79.9	510.1	76.0	1,134.6	78.2
World total	238.6	100.0	671.5	100.0	1,451.7	100.0

Table 31: Trade balance and the relation between exports and imports in international exchange of musical instruments
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
	NET EXPORTING COUNTRIES*											
Japan	76.2	5.0	+71.2	1,524	161.2	23.3	+137.9	692	390.1	53.4	+336.7	730
Italy	28.6	7.5	+21.1	381	85.4	22.5	+62.9	380	190.8	72.7	+118.1	262
	NET IMPORTING COUNTRIES*											
France	7.0	11.6	-4.6	60	18.1	44.0	-25.9	41	35.2	134.0	-98.8	26
Canada	2.1	18.7	-16.6	11	2.5	53.4	-50.9	5	7.7	76.2	-68.5	10
United Kingdom	12.3	16.0	-3.7	77	31.0	50.6	-19.6	61	70.6	122.7	-52.1	58
USA	20.5	72.0	-51.5	28	62.7	114.8	-52.1	55	180.0	216.6	-36.6	83
Switzerland	8.6	9.1	-0.5	95	11.8	24.2	-12.4	49	21.0	57.1	-36.1	37
Germany, Fed. Rep. of	40.5	17.3	+23.2	234	87.7	71.1	+16.6	123	160.5	194.7	-34.2	82
Sweden	1.5	8.4	-6.9	18	4.2	24.1	-19.9	17	8.2	37.5	-29.3	22
Netherlands	10.1	13.5	-3.4	75	18.3	35.0	-16.7	52	53.7	78.2	-24.5	69

* According to balance in 1980

Countries trading with the five major exporters

Japan

The major European partners of Japan (the EEC as a whole and three non-EEC countries, Spain, Norway and Sweden) have been taking increasing percentages of her exports. In 1970 Europe took 15.2 per cent, most of which (13.1 per cent) going to the EEC countries. Five years later the figures doubled for both Europe as a whole and the EEC countries (31.2 and 26.4 per cent respectively). By 1980 the proportions had become 41.1 and 34.5 per cent respectively. A reverse trend could be noticed for the North American partners. The United States, Canada and Mexico altogether absorbed 60 per cent of Japanese exports in 1970, of which the United States alone accounted for about 53 per cent. In 1975 their share dropped to 41.3 per cent (United States 32.6 per cent) and by 1980 had sunk below the level of that of Europe and stood at 28.5 per cent (United States 21.4 per cent). Australia and Hong Kong, the two major partners of Japan in Asia and the Pacific, took around 6 per cent in 1970 and 8 per cent for both 1975 and 1980. The above partners of Japan thus absorbed about 81 per cent of her exports in 1970 and in 1975, and a little less (about 78 per cent) in 1980.

Italy

Italy directed the bulk of her exports to her European partners: the EEC as well as non-EEC countries (the latter group included Austria, Finland, Spain, Sweden and Switzerland). Europe accounted for 54.4 per cent of Italy's exports in 1970, of which 45.8 per cent went to the EEC (among individual members of the group the Federal Republic of Germany was first with 12.2 per cent followed by the Netherlands with 10.8 per cent). In 1975 the EEC countries took 58.9 per cent and the non-EEC countries 14.5 per cent, thus bringing Europe's percentage to 73.4. The trend continued and in 1980 Europe took 82 per cent, with some 69 per cent going to the EEC countries (the Federal Republic of Germany 29.1 per cent, France 16.3 per cent and the United Kingdom 12.8 per cent) and with a slight decline in the non-EEC group's percentage. There was, on the other hand, a dramatic decline in the figures for the United States of America: in 1970 the United States took 24.5 per cent of those Italian goods, in 1975 that percentage dwindled to 10.2 per cent and further still to 4.6 per cent in 1980. The above partners of Italy, with Australia thrown in, accounted for 81 per cent of her exports in 1970, 86.3 per cent in 1975 and 88.7 per cent in 1980.

United States of America

About 37 per cent of the United States' exports went to EEC countries both in 1970 and in 1980, while in 1975 it was only around 25 per cent. That sharp decline was due mainly to the big drop registered in the percentage of the Federal Republic of Germany (18 per cent in 1970 and only 4 per cent in 1975). Canada took 21 per cent in 1970 and 31.1 per cent in 1975, but in 1980 the percentage was 13.6 per cent only. Mexico, another important American partner, took an increasing percentage of United States' exports (5.9 per cent in 1970, 8.1 per cent in 1975 and 11.6 per cent in 1980). Japan kept increasing its share of United States' exports (3.4 per cent in 1970, 6.2 in 1975 and 9 in 1980). Australia, which started with 7.8 per cent in 1970, improved it to 11.8 per cent in 1975 but fell back in 1980 to its 1970 level with 7.9 per cent. These main partners of the United States of America accounted for 74.7 per cent of her exports in 1970, 81.8 per cent in 1975 and 78.8 per cent in 1980.

Federal Republic of Germany

During the last decade two opposite trends were easily discernible as regards exports of the Federal Republic of Germany: an increase in trade with Europe and Japan, and a decline of that trade with the United States of America. The rest of the EEC took 29.6 per cent of the Federal Republic of Germany's exports in 1970, 39.2 per cent in 1975 and 44 per cent in 1980. The corresponding figures for the United States were 26.2, 17.3 and 13.4 per cent respectively. Non-EEC European partners (Austria, Norway, Spain, Sweden and Switzerland) accounted for about 25 per cent throughout the period. Japan which accounted for 3.2 per cent in 1970 did no better than 5.2 per cent in 1980. These partners of the Federal Republic of Germany took a total of 83.7 per cent of her exports in 1970, 85.2 per cent in 1975 and 87.4 per cent in 1980.

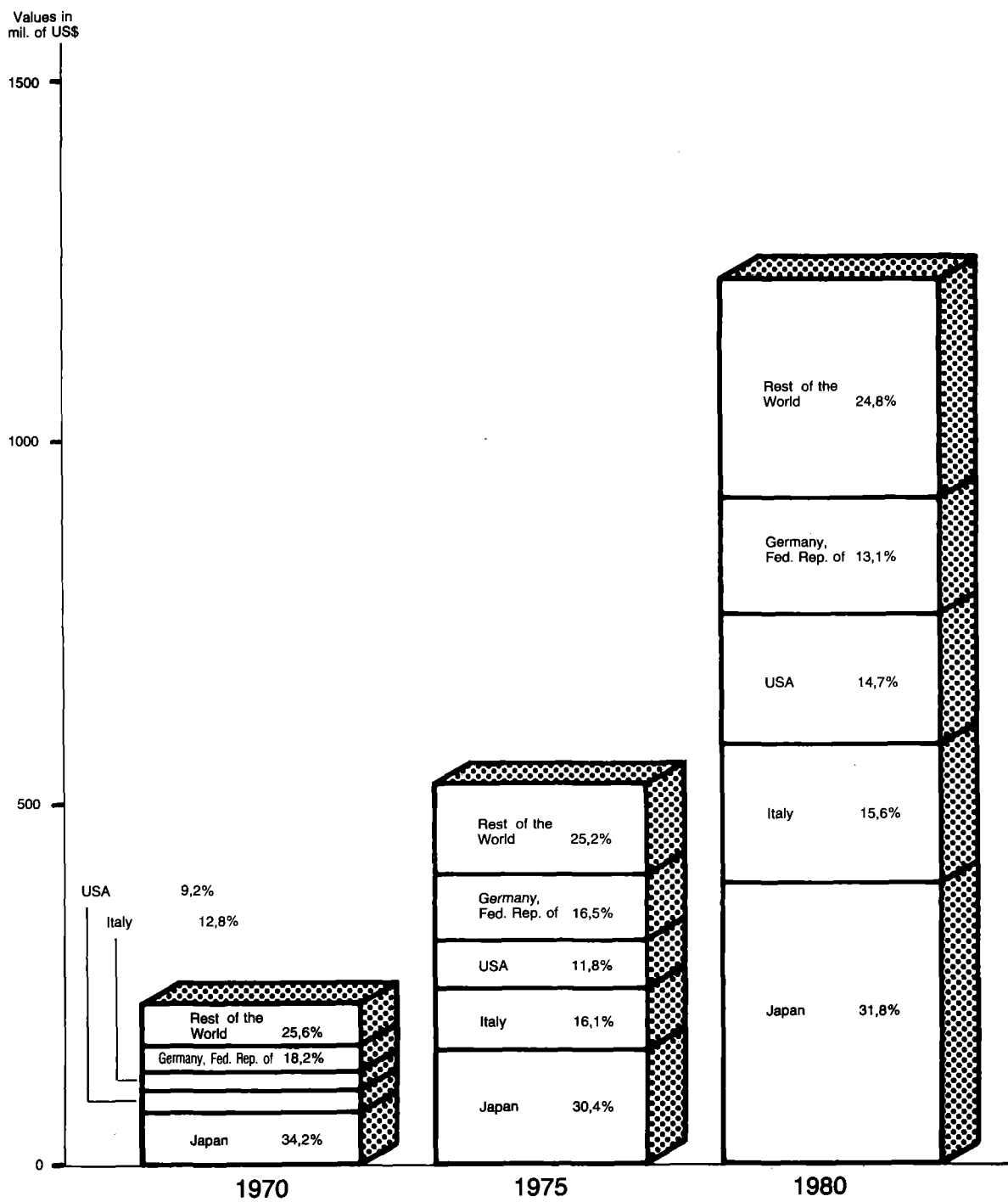
United Kingdom

Among the main partners of the United Kingdom there are continental Europe, the United States of America, and a distant one - Australia. Her EEC partners took 25.2 per cent in 1970 and doubled it to 50.1 per cent in 1980, while non-EEC Europe had been taking 8 per cent of United Kingdom exports throughout the period. The United States of America took 19.5 per cent in 1970 and only 8.8 per cent in 1980. Australia has shared also a declining percentage of the United Kingdom's exports (5.7 per cent in 1970, 4.5 per cent in 1975 and only 2.3 per cent in 1980). These partners had accounted for 58.5 per cent of British exports in 1970, 64.2 per cent in 1975 and 69.9 per cent in 1980.

Table 32: Main partner countries of the major exporters of musical instruments
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		76.2	100.0	161.2	100.0	390.1	100.0
EEC		10.0	13.1	42.5	26.4	134.4	34.5
Germany, Fed. Rep. of		4.4	5.8	16.0	9.9	47.9	12.3
France		1.2	1.6	5.6	3.5	24.5	6.3
United Kingdom		2.2	2.9	8.9	5.5	23.8	6.1
Italy		0.3	0.4	3.2	2.0	15.3	3.9
Netherlands		0.8	1.0	4.3	2.7	11.2	2.9
USA		40.2	52.8	52.5	32.6	83.3	21.4
Australia		3.3	4.3	11.2	6.9	20.3	5.2
Canada		4.4	5.8	10.6	6.6	18.7	4.8
Hong Kong		1.2	1.6	2.0	1.2	11.6	3.0
Mexico		1.1	1.4	3.4	2.1	9.1	2.3
Spain		0.3	0.4	2.0	1.2	8.7	2.2
Norway		0.8	1.0	3.0	1.9	8.4	2.2
Sweden		0.5	0.7	2.8	1.7	8.4	2.2
ITALY							
To: World		28.6	100.0	85.4	100.0	190.8	100.0
EEC		13.1	45.8	50.3	58.9	131.4	68.9
Germany, Fed. Rep. of		3.5	12.2	22.5	26.3	55.5	29.1
France		2.5	8.7	8.9	10.4	31.1	16.3
United Kingdom		2.6	9.1	6.9	8.1	24.4	12.8
Netherlands		3.1	10.8	6.4	7.5	11.3	5.9
USA		7.0	24.5	8.7	10.2	8.7	4.6
Switzerland		0.9	3.1	3.2	3.7	6.6	3.5
Spain		0.3	1.0	1.6	1.9	6.1	3.2
Sweden		0.9	3.1	4.4	5.2	4.9	2.6
Australia		0.6	2.1	2.3	2.7	4.0	2.1
Austria		0.2	0.7	1.2	1.4	3.9	2.0
Finland		0.2	0.7	2.0	2.3	3.5	1.8
UNITED STATES OF AMERICA							
To: World		20.5	100.0	62.7	100.0	180.0	100.0
EEC		7.5	36.6	15.4	24.6	66.0	36.7
United Kingdom		1.4	6.8	5.5	8.8	20.3	11.3
Netherlands		0.2	1.0	2.5	4.0	14.2	7.9
Germany, Fed. Rep. of		3.6	17.6	2.5	4.0	12.3	6.8
Canada		4.3	21.0	19.5	31.1	24.4	13.6
Mexico		1.2	5.9	5.1	8.1	20.8	11.6
Japan		0.7	3.4	3.9	6.2	16.2	9.0
Australia		1.6	7.8	7.4	11.8	14.2	7.9
GERMANY, FEDERAL REPUBLIC OF							
To: World		40.5	100.0	87.7	100.0	160.5	100.0
EEC		12.0	29.6	34.4	39.2	70.7	44.0
France		3.2	7.9	9.6	10.9	23.4	14.6
Netherlands		2.7	6.7	10.2	11.6	15.8	9.8
Italy		2.2	5.4	6.0	6.8	14.7	9.2
USA		10.6	26.2	15.2	17.3	21.5	13.4
Switzerland		3.9	9.6	8.8	10.0	19.2	12.0
Austria		1.6	4.0	4.6	5.2	11.1	6.9
Japan		1.3	3.2	3.4	3.9	8.4	5.2
Sweden		2.6	6.4	3.3	3.8	4.0	2.5
Spain		0.6	1.5	1.9	2.2	3.7	2.3
Norway		1.3	3.2	3.2	3.6	3.2	2.0
UNITED KINGDOM							
To: World		12.3	100.0	31.0	100.0	70.6	100.0
EEC		3.1	25.2	11.0	35.5	35.4	50.1
Germany, Fed. Rep. of		0.5	4.1	3.3	10.6	13.1	18.6
France		0.8	6.5	2.4	7.7	7.9	11.2
Netherlands		0.6	4.9	1.9	6.1	4.7	6.7
Italy		0.2	1.6	1.2	3.9	4.0	5.7
Ireland		0.4	3.3	1.0	3.2	3.0	4.3
USA		2.4	19.5	5.2	16.8	6.2	8.8
Finland		0.3	2.4	0.9	2.9	3.5	5.0
Switzerland		0.7	5.7	1.4	4.5	2.6	3.7
Australia		0.7	5.7	1.4	4.5	1.6	2.3

Major exporters of musical instruments



C. CATEGORY 4 - VISUAL ARTS

Under this category three groups of goods are considered:

4a. *Paintings, drawings and pastels*. These works of art are understood to be executed entirely by hand (other than industrial or commercial drawings).

4b. *Original engravings, prints and lithographs*

4c. *Original sculptures and statuary*.

4a. PAINTINGS, DRAWINGS AND PASTELS

Exportation of paintings, drawings and pastels

It might at first view appear incongruous to consider the value in international trade of works of art like paintings and drawings on an equal footing with other cultural goods such as books, films, cameras, etc. Nonetheless such an international trade exists and is recorded. While most of the cultural goods and commodities exchanged between countries follow certain price patterns, works of art like the paintings of the great masters would often have their value dictated through their uniqueness by investors bent on finding a good 'shelter' for their money. Even though such 'transfers' involve seven digit values in hard currencies, they are not an everyday feature of such trade, and their inclusion in the international trade of much less renowned paintings and drawings, a relatively important one, does not distort certain patterns and trends in the global trade value of these 'cultural' products.

A fact stands out when considering international trade in this domain. A group of developed countries (the United States of America and Western Europe) are both the major exporters and the major importers of these cultural products. Throughout the decade, the developed countries accounted for 97-99 per cent of that trade, throwing into insignificance the share of the other countries. The second striking observation when considering the period 1970 to 1980 is that the second half of the decade had registered a more rapid step-up of that trade than the first half. It is remarkable that as for some other cultural products exports have been doubling every five years. Exports in those cultural goods would be close to US\$2 billion by 1985 if the trend of the last decade were to continue into the present one. As is seen from Table 33 the world total increased by 100 per cent from 1970 to 1975. From 1975 to 1980 the increase was 127 per cent. The share of the developing countries in the world total improved from a mere 0.8 per cent to an insignificant 2.2 per cent.

Table 33 lists those eight countries that had exported paintings and drawings for a value exceeding US\$1 million in 1970. With the exception of the United States of America, they all belong to Western Europe. The high flier in 1970, the United Kingdom, still held first place in 1980. The second in the list, the United States of America, had never been able, during the decade, to reach half the performance of the United Kingdom. France was in third position in 1970, but lost it to Switzerland by the middle of the decade. In 1980, Switzerland was still ahead of France, but the margin had narrowed in relative terms. It is remarkable to note that these first four countries in 1970 accounted for 82.5 per cent of the world total. In 1980 that share had dropped to 76 per cent in view of the improvement of the performance of the other four in that list of eight. France had 11.4 per cent of the world total in 1980 while Switzerland had 12.3 per cent.

The performance of the Federal Republic of Germany has been commendable during that decade, increasing her exports from 7.4 to 9.2 per cent of the world total. More remarkable still had been the performance of the Netherlands which more than doubled its share (from 2.3 to 5.3 per cent). When their population sizes are taken into account, the performance of the Netherlands clearly outstripped that of the Federal Republic of Germany. Italy had remained stationary in its share of world exports, its percentage being around 1.7 per cent for most of the decade.

Importation of paintings, drawings and pastels

The list of the major importing countries (headed by the United Kingdom) includes six of the major exporters of Table 33 (all except Italy and Belgium-Luxembourg) plus another three developed countries: Japan, Canada and Australia. Imports, matching the trend of exports, had grown 5.5 times between 1970 and 1980 for the world as a whole, increasing from US\$259 million to \$1,407 million. Growth in imports for the first half of the decade was well below that for the second half, thereby registering an important acceleration. Developed countries imported 98 per cent in both 1970 and 1975 and 99 per cent of the world total in 1980. The nine major importers (see Table 34) accounted for 94 per cent of the world total in 1970, 93 per cent in 1975 and 95 per cent in 1980. Like for exports, the United Kingdom was in the lead with an import value of US\$96 million in 1970, \$158 million in 1975 and \$485 million in 1980. For that last year, the amount represented 34 per cent of the world total. The United States of America was second to the United Kingdom with imports representing 30 per cent of the world

Table 33: Major exporters of paintings, drawings and pastels
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
United Kingdom	74.1	37.4	177.3	42.9	354.5	37.8
USA	35.1	17.7	58.3	14.1	136.7	14.6
France	30.9	15.6	43.6	10.6	106.5	11.4
Switzerland	23.0	11.6	62.7	15.2	115.3	12.3
Germany, Fed. Rep. of	14.7	7.4	25.5	6.2	86.1	9.2
Netherlands	4.5	2.3	8.8	2.1	49.9	5.3
Italy	2.7	1.4	7.2	1.7	16.2	1.7
Belgium-Luxembourg	2.9	1.5	3.0	0.7	11.6	1.2
Subtotal for eight countries	187.9	94.9	386.4	93.5	876.8	93.6
Developed countries total	196.5	99.2	402.4	97.4	916.5	97.8
World total	198.0	100.0	413.1	100.0	937.0	100.0

total in 1970 (valued US\$78.5 million). The United States had switched position with the United Kingdom in 1975, with imports of US\$191 million as against \$158 million. In 1980 the United States had further doubled its imports to US\$403 million (29 per cent of the world total). Japan's imports increased from US\$25.5 million in 1970 to \$49 million in 1975 and \$121 million in 1980. The United States, the United Kingdom and Japan together totalled 77 per cent of the world total imports in 1970. The percentage fell to 69 per cent in 1975 and slightly recovered (to 72 per cent) in 1980. That year, the total imports of the three countries had gone above the \$1 billion mark. During the decade other countries of the group had sizeable growth in their imports. Table 34 shows how imports had progressed during the first half of the decade (1970-1975), doubling in the case of the Federal Republic of Germany and increasing nearly eight-fold in the case of Australia.

Trade balance in exchange of paintings, drawings and pastels

With such products as paintings, drawings and pastels, in international exchange it is very difficult to relate exports to imports. The main reason for the disparities in import and export levels viewed globally is apparently the nature of the transactions

whereby import prices include freight and insurance, thereby boosting global import prices above the export prices. Having these reservations in mind, the data shown in Table 35 give only a relative description of the situation concerning exchanges of the said products. France, Switzerland and Italy appear to have been net exporters; the United States of America, Japan and Australia may be called net importers, while the other countries belonged to one group or the other according to certain years. French exports have exceeded her imports almost 13 times in 1970, but only 2.5 times in 1975 and 2.3 times in 1980. Switzerland had surpluses increasing from US\$5.5 million in 1970 to \$8.9 million in 1975 and to \$28.9 million in 1980. For the same years, Italy had surpluses of US\$0.7 million, \$5.2 million and \$13.3 million respectively. For the Federal Republic of Germany there were surpluses decreasing from US\$4.2 million in 1970 to \$3.6 million in 1975. In 1980 the trade 'balance' was nearly nil. The United States has had a widening gap with imports exceeding exports by US\$43.4 million in 1970, \$132.4 million in 1975 and \$266 million in 1980. The United Kingdom had the biggest turnover in trade of the products, having had a negative balance of US\$20.9 million in 1970 and \$130.1 million in 1980, while in 1975 there was a surplus of 9.2 million.

Table 34: Major importers of paintings, drawings and pastels
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
United Kingdom	95.9	37.0	158.1	27.4	484.6	34.4
USA	78.5	30.3	190.7	33.1	402.7	28.6
Japan	25.5	9.8	49.2	8.5	121.0	8.6
Switzerland	17.5	6.7	53.8	9.3	86.4	6.2
Germany, Fed. Rep. of	10.5	4.1	21.9	3.8	86.7	6.2
Canada	7.9	3.1	19.9	3.5	35.5	2.5
Netherlands	4.4	1.7	12.3	2.1	43.4	3.1
France	2.4	0.9	17.2	3.0	47.2	3.4
Australia	1.6	0.6	12.7	2.2	29.3	2.0
Subtotal for nine countries	244.2	94.2	535.8	92.9	1,336.8	95.0
Developed countries total	255.2	98.4	563.8	97.7	1,391.3	98.9
World total	259.3	100.0	576.8	100.0	1,407.3	100.0

Table 35: Trade balance and the relation between exports and imports in international exchange of paintings, drawings and pastels
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES *												
France	30.9	2.4	+28.5	1,287	43.6	17.2	+26.4	253	106.5	47.2	+59.3	226
Switzerland	23.0	17.5	+5.5	131	62.7	53.8	+8.9	116	115.3	86.4	+28.9	133
Italy	2.7	2.0	+0.7	135	7.2	2.0	+5.2	360	16.2	2.9	+13.3	559
Netherlands	4.5	4.4	+0.1	102	8.8	12.3	-3.5	71	49.9	43.4	+6.5	115
Belgium-Luxembourg	2.9	1.3	+1.6	223	3.0	7.8	-4.8	38	11.6	11.3	+0.3	103
NET IMPORTING COUNTRIES *												
Germany, Fed. Rep. of	14.7	10.5	+4.2	140	25.5	21.9	+3.6	116	86.1	86.7	-0.6	99
USA	35.1	78.5	-43.4	45	58.3	190.7	-132.4	31	136.7	402.7	-266.0	34
United Kingdom	74.1	95.9	-20.9	77	177.3	158.1	+19.2	112	354.5	484.6	-130.1	73
Japan	0.8	25.5	-24.7	3	4.1	49.2	-45.1	8	3.1	121.0	-117.9	3
Australia	0.5	1.6	-1.1	31	1.9	12.7	-10.8	15	7.6	29.3	-21.7	26

* According to balance in 1980

Table 36: Main partner countries of the major exporters of paintings, drawings and pastels
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
UNITED KINGDOM							
To: World		74.1	100.0	177.3	100.0	354.5	100.0
USA		33.9	45.7	52.3	29.5	138.1	39.0
Switzerland		15.0	20.2	51.2	28.9	68.1	19.2
EEC		14.0	18.9	46.6	26.3	85.8	24.2
France		5.3	7.2	20.3	11.4	29.7	8.4
Germany, Fed. Rep. of		5.5	7.4	9.8	5.5	28.2	8.0
Netherlands		1.0	1.3	10.5	5.9	21.1	6.0
Japan		5.4	7.3	7.3	4.1	22.8	6.4
UNITED STATES OF AMERICA							
To: World		35.1	100.0	58.3	100.0	136.7	100.0
EEC		19.8	56.4	25.8	44.3	65.7	48.1
United Kingdom		10.0	28.5	14.5	24.9	37.0	27.1
France		5.6	16.0	6.7	11.5	11.8	8.6
Germany, Fed. Rep. of		1.9	5.4	3.0	5.1	11.4	8.3
Switzerland		3.2	9.1	6.8	11.7	22.5	16.5
Japan		3.4	9.7	5.8	9.9	21.7	15.9
Canada		4.8	13.7	12.7	21.8	11.6	8.5
SWITZERLAND							
To: World		23.0	100.0	62.7	100.0	115.3	100.0
EEC		14.5	63.0	45.8	73.0	74.0	64.2
United Kingdom		5.0	21.7	12.4	19.8	32.6	28.3
Germany, Fed. Rep. of		3.6	15.7	11.0	17.5	21.3	18.5
France		3.9	17.0	14.2	22.6	16.6	14.4
USA		6.7	29.1	12.3	19.6	33.5	29.1
FRANCE							
To: World		30.9	100.0	43.6	100.0	106.5	100.0
Switzerland		8.4	27.2	9.4	21.6	30.9	29.0
EEC		5.5	17.8	9.9	22.7	29.8	28.0
United Kingdom		3.8	12.3	4.9	11.2	21.5	20.2
Germany, Fed. Rep. of		0.5	1.6	1.5	3.4	5.1	4.8
Netherlands		0.1	0.3	2.0	4.6	1.1	1.0
USA		11.5	37.2	13.0	29.8	24.7	23.0
Japan		4.1	13.3	4.8	11.0	13.7	12.9
GERMANY, FEDERAL REPUBLIC OF							
To: World		14.7	100.0	25.5	100.0	86.1	100.0
EEC		4.3	29.3	6.8	26.7	34.7	40.3
United Kingdom		1.2	8.2	1.5	5.9	13.1	15.2
France		1.2	8.2	1.9	7.5	8.4	9.8
Netherlands		0.6	4.1	2.7	10.6	4.0	4.6
Switzerland		4.8	33.3	11.1	43.5	20.7	24.0
USA		2.4	16.3	3.6	14.1	14.3	16.6

Japan's exports being comparatively insignificant in this area, its steadily growing imports produced a corresponding trade deficit increase. From US\$24.7 million for 1970, the deficit moved to \$45.1 million in 1975 and then rocketed to \$117.9 million in 1980.

In 1970 the Netherlands struck a balance between its exports and imports, with values around US\$4.5 million. In 1975 export figures had doubled to reach US\$8.8 million, while imports had grown even faster, reaching \$12.3 million, thereby creating a deficit of \$3.5 million. The year 1980 witnessed for the Netherlands a sharp rise in both exports and imports (US\$49.9 million and \$43.4 million respectively) leaving a positive balance of \$6.5 million. Belgium-Luxembourg's trade in 1980 showed equilibrium, with exports and imports valued at US\$11.6 million and \$11.3 million respectively, after a positive balance in 1970 and a negative one in 1975. Australia's imports far exceeding her

exports during the period, the country had a negative balance of US\$1.1 million in 1970 rising to \$10.8 million and to \$21.7 million in 1975 and 1980 respectively.

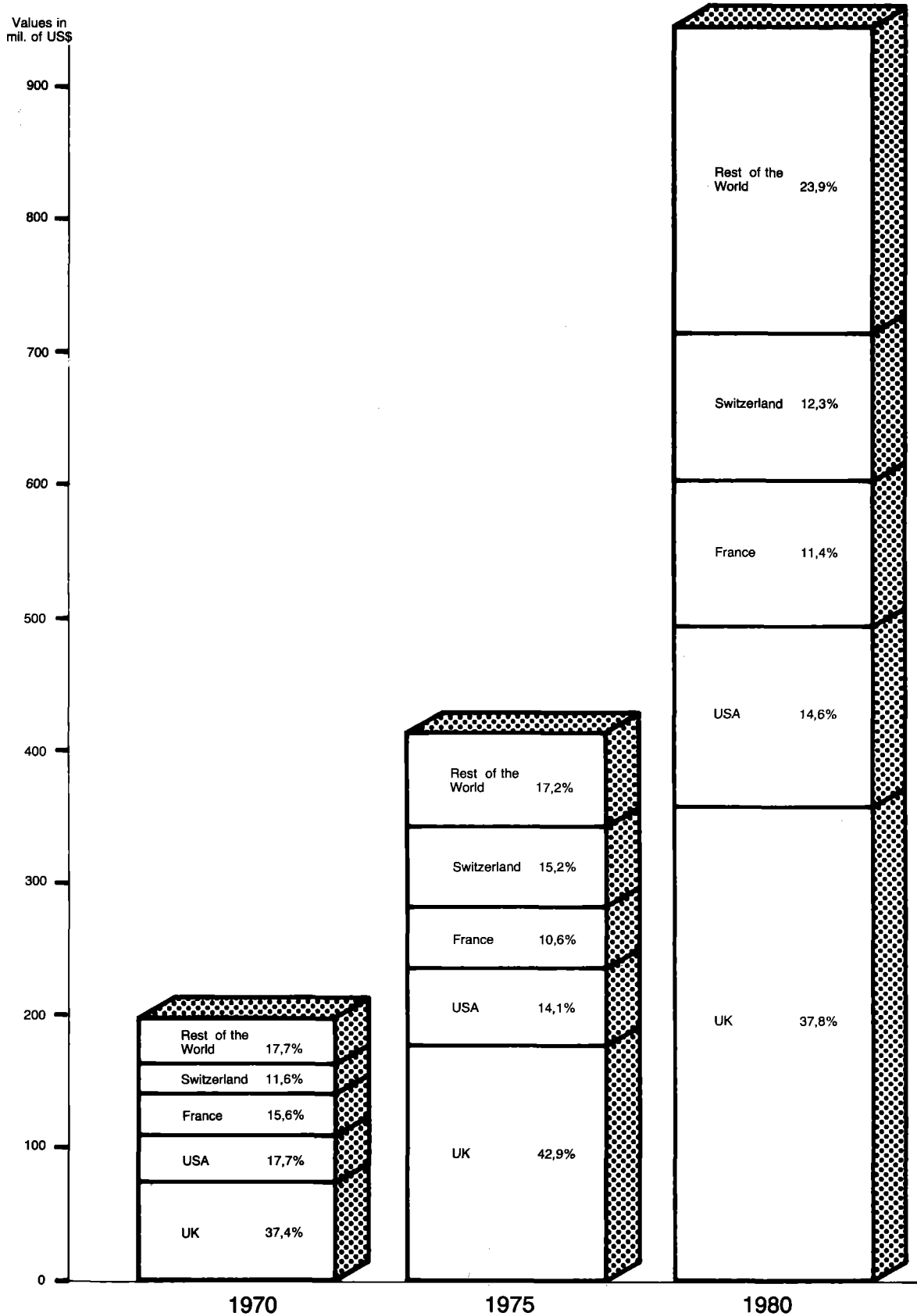
Countries trading with the five major exporters

A characteristic of trade in this area is that the main exporting countries, regardless of the fact that their own trade balance was positive or negative, were selling the major part of their products to a relatively small number of countries. The bulk of the trade concerned a small 'club', with much 'inter-trading'.

United Kingdom

For 1970, 1975 and 1980 around 90 per cent of British exports went to the other EEC countries, the United States of America,

Major exporters of paintings, drawings and pastels



Switzerland and Japan. Throughout the decade (1970-1980) the United States of America was the biggest importer of British paintings and drawings, with 46 per cent in 1970, 30 per cent in 1975 and 40 per cent in 1980.

The case of Switzerland as an importer of British goods is a very interesting one. Its imports from the United Kingdom stood nearly equal with those of the EEC partners of the United Kingdom in 1970, with Switzerland taking 20 per cent and these countries 19 per cent of British exports. Some changes had occurred by 1980 with Switzerland accounting for 19 per cent and the other group of countries 24 per cent of British exports. In 1975 though, Switzerland was again ahead with 29 per cent, compared with 26 per cent for that group.

The United States, Switzerland and the EEC partners of the United Kingdom altogether absorbed 85 per cent and 82 per cent of these British products in 1975 and 1980 respectively.

United States of America

The countries of the EEC, Canada, Switzerland and Japan were buying just a little under 90 per cent of United States exports of these goods. The EEC countries as a group absorbed 57 per cent in 1970, 44 per cent in 1975 and 48 per cent in 1980. Canada's share in the exports of the United States increased from 14 per cent in 1970 to 22 per cent in 1975, then fell to about 9 per cent in 1980; that of Japan was around 10 per cent in both 1970 and 1975, reaching 16 per cent in 1980. Switzerland followed a similar pattern: 9 per cent in 1970, 12 per cent in 1975 and almost 17 per cent in 1980.

Among the EEC countries, the United Kingdom was the biggest individual purchaser of these works of art from the United States. The United Kingdom's share in US exports did not vary much during the decade: 28 per cent in 1970, 25 per cent in 1975 and 27 per cent in 1980. France was second to the United Kingdom in 1970 with 16 per cent of the United States' exports; the figure then fell to 12 per cent in 1975 and further to 9 per cent in 1980.

Switzerland

Most Swiss exports went to the EEC countries and to the United States which altogether absorbed over 90 per cent of these exports throughout the period. The United States' share which was 29 per cent in 1970 dropped to 20 per cent in 1975 and then increased again to 29 per cent in 1980. The EEC as a whole accounted for 63 per cent in 1970, 73 per cent in 1975 and 64 per cent in 1980 of the total exports of Switzerland.

France

France exported most of these works of art to other European countries. Switzerland has been the biggest partner of France. It took 27 per cent of her exports in 1970, 22 per cent in 1975 and 29 per cent in 1980. The EEC countries were buying 18 per cent in 1970, 23 per cent in 1975 and 28 per cent in 1980. Among the EEC countries, the United Kingdom was the biggest individual buyer of these French works of art. The share of the United Kingdom in the exports of France changed slightly in the first half of the decade (12 per cent in 1970, 11 per cent in 1975) but increased to 20 per cent in 1980.

In 1970 almost two-fifths (37 per cent) of French exports of these works of art went to the United States of America. That percentage diminished to 29 in 1975 and further to 23 in 1980.

Federal Republic of Germany

The major part of the Federal Republic of Germany's exports also went to other European countries. The other EEC countries and Switzerland absorbed 62 per cent in 1970, 70 per cent in 1975 and 64 per cent in 1980. Exports of the Federal Republic of Germany to the United States changed little, standing at 16 per

cent in 1970, 14 per cent in 1975 and 17 per cent in 1980. In 1980 the Federal Republic of Germany exported for a value of US\$6.5 million to Mexico (about 8 per cent of the Federal Republic of Germany's exports of these works of art) and 4.1 million to Venezuela (around 5 per cent); for the previous years, exports to these two countries were insignificant.

4b. ENGRAVINGS, PRINTS AND LITHOGRAPHS

Exportation of engravings, prints and lithographs

International exchange of these works of art during the decade 1970-1980 had taken place mainly among the developed countries, as has been noted earlier for other works of art. The six major exporters of these products (see Table 37) made up 88 per cent of the world total throughout the period under consideration. France, far ahead of the other main exporting countries, increased the value of its exports from under US\$2 million in 1970 to over \$8 million in 1975 and to more than \$20 million in 1980. The share of the exports of France in the world total has been accordingly increasing from just over 19 per cent in 1970 to almost 26 per cent in 1975 and to 29 per cent in 1980. The second of the major exporters - United Kingdom - supplied the world market with products valued at over US\$2 million in 1970 thus accounting for almost 23 per cent of the world total for that year. In 1975 and 1980 the United Kingdom's exports represented only 18 per cent of the world total, while for these years export values were US\$5.7 and \$12.6 million respectively.

The United States of America in 1970 was in the same situation as the United Kingdom, with exports valued at over US\$2 million, accounting like the United Kingdom for 23 per cent of the world total. The two countries have had a parallel performance, with the United States of America slightly ahead in 1975, and slightly behind in 1980.

The other major exporting countries included Switzerland, the Federal Republic of Germany and Spain, the latter's exports rising sharply to reach over US\$3.5 million in 1980.

Importation of engravings, prints and lithographs

The list of the major importing countries (Table 38) includes, with the exception of Spain, all the main exporters plus another three countries, namely Japan, Canada and Sweden.

The world imports of these works of art increased in value from US\$14 million in 1970 to nearly \$41 million in 1975 and to almost \$105 million in 1980. During the decade, the eight major importing countries accounted for around ninety per cent of the world total. The United States of America was the biggest importer with 38 per cent of the world total in 1970, 28 per cent in 1975 and 32 per cent in 1980. Japan, which in 1970 accounted for only 7 per cent of the world total compared with 16.6 per cent for the United Kingdom, has increased its imports considerably during the decade standing abreast with the United Kingdom in 1980 with slightly over 14 per cent of the world total. Imports by the Federal Republic of Germany rose steadily from US\$1.3 million in 1970 to \$4.2 million in 1975 and to \$13 million in 1980, the corresponding shares in the world total being 9, 10 and 12 per cent respectively.

Canada heads the group of countries with an import value in 1980 below the \$10 million mark (representing 7 per cent of the world total) although in 1970 that country accounted for 10 per cent of the world imports.

Switzerland and France which had the same level of imports in 1980 (4 per cent of the world total) have had quite different growth rates. Between 1970 and 1980, Switzerland multiplied its imports by 7 and France by 18.

Values of imports by Sweden increased from US\$0.8 million in 1970 to \$2.9 million in 1975, then decreased by more than one-third to \$1.9 million in 1980.

Trade balance in exchange of engravings, prints and lithographs

As for other art works, a table (Table 39) has been drawn up showing the 'trade balance' for those countries entertaining among themselves exchanges of these goods. France, Switzerland and Spain form a group of net exporters, while the United States of America, Japan, Federal Republic of Germany, United Kingdom and Sweden are net importers.

The first of the net exporters is France with surpluses rising rapidly from US\$1.6 million in 1970 to \$6.3 million in 1975, and to almost \$16 million in 1980. Switzerland and Spain having far less excessive differences in values between exports and imports achieved nonetheless in 1980 a positive balance of US\$3.5 million and of about \$3 million respectively.

The list of net importers is headed by the United States of America, the negative balance steadily growing from US\$3.1

million in 1970 to \$5.4 million in 1975 and to \$22.3 million in 1980. In 1975 and 1980 Japan was second to the United States of America, with respectively negative balances of US\$5.1 and \$14 million.

The trade of the Federal Republic of Germany was nearly balanced in 1970; in 1975 however the negative balance grew to US\$1.5 million and in 1980 to \$6.5 million.

The United Kingdom had a relatively small deficit in 1970 (just over US\$0.1 million); in 1975 there was a surplus of \$0.7 million; in 1980, when a noticeable increase was registered for both exports and imports, the deficit amounted to \$2.3 million.

Sweden had a negative balance throughout the decade, the values increasing from US\$0.7 million in 1970 to \$2.8 million in 1975 and dropping to \$1.0 million in 1980.

Table 37: Major exporters of engravings, prints and lithographs
(Values in thousands of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
France	1,880	19.3	8,020	25.5	20,353	28.9
United Kingdom	2,199	22.6	5,666	18.0	12,605	17.9
USA	2,186	22.5	6,194	19.7	10,950	15.6
Switzerland	947	9.7	4,322	13.7	8,132	11.6
Germany, Fed. Rep. of	1,299	13.4	2,718	8.6	6,516	9.3
Spain	41	0.4	822	2.6	3,525	5.0
Subtotal for six countries	8,552	88.0	27,742	88.1	62,081	88.3
World total	9,723	100.0	31,488	100.0	70,304	100.0

Table 38: Major importers of engravings, prints and lithographs
(Values in thousands of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	5,314	37.8	11,586	28.3	33,298	31.8
United Kingdom	2,335	16.6	4,957	12.1	14,900	14.2
Japan	979	7.0	5,687	13.9	14,737	14.1
Germany, Fed. Rep. of	1,311	9.3	4,179	10.2	13,023	12.4
Canada	1,437	10.2	2,721	6.7	6,773	6.5
Switzerland	708	5.0	2,429	5.9	4,581	4.4
France	239	1.7	1,714	4.2	4,369	4.2
Sweden	846	6.0	2,892	7.1	1,860	1.8
Subtotal for eight countries	13,169	93.8	36,165	88.4	93,541	89.4
World total	14,046	100.0	40,913	100.0	104,574	100.0

Table 39: Trade balance and the relation between exports and imports in international exchange of engravings, prints and lithographs
(Values in thousands of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
France	1,880	239	+1,641	787	8,020	1,714	+6,306	468	20,353	4,369	+15,984	466
Switzerland	947	708	+239	134	4,322	2,429	+1,893	178	8,132	4,581	+3,551	178
Spain	41	14	+27	293	822	315	+507	261	3,525	573	+2,952	615
NET IMPORTING COUNTRIES*												
USA	2,186	5,314	-3,128	41	6,194	11,586	-5,392	53	10,950	33,298	-22,348	33
Japan	48	979	-931	5	612	5,687	-5,075	11	731	14,737	-14,006	5
Germany, Fed. Rep. of	1,299	1,311	-12	99	2,718	4,179	-1,461	65	6,516	13,023	-6,507	50
United Kingdom	2,199	2,335	-136	94	5,666	4,957	+709	114	12,605	14,900	-2,295	85
Sweden	165	846	-681	20	137	2,892	-2,755	5	846	1,860	-1,014	45

* According to balance in 1980

Countries trading with the four major exporters

France

In 1970 and 1975, 90 per cent of French exports were absorbed by the United States of America, Japan and the major European partners (European Economic Community, Sweden and Switzerland). Japan and the United States of America together accounted for 52 per cent of French exports in 1970 and 44 per cent in 1975. In 1980, all the countries listed above altogether absorbed 95 per cent of French exports, with the United States of America and Japan increasing their share to almost 70 per cent while the European partners took only 25 per cent.

United Kingdom

The share of the European countries in British exports throughout the period (1970-80) was about only half that of countries outside Europe. The EEC countries and Switzerland absorbed 26 per cent of British exports in 1970, while the United States of America, Japan and Australia about 56 per cent. In 1980, the figures were approximately the same, with 29 per cent for the EEC countries and Switzerland, and 56 per cent for the USA, Japan and Australia.

United States of America

In 1970, the United States of America exported about 15 per cent of engravings, prints and lithographs to Canada and over 60

per cent to European countries (EEC, Sweden and Switzerland). Among the EEC countries, the most important partner was the United Kingdom which took 19 per cent of the exports of the United States of America in 1970. Five years later, i.e. in 1975, its exports to its European partners climbed to 65 per cent, those to the United Kingdom being 16 per cent, and to Sweden 13 per cent. (Canada's share remained practically unchanged at 16 per cent.) The situation in 1980 had changed completely; Canada increased its 'performance' from 16 to 23 per cent while the figure for the EEC countries dropped from 50 to 36 per cent at the same time that one of these countries, the United Kingdom, had increased hers to 25 per cent. In 1980, the European countries were absorbing 41 per cent only of these United States' products against 65 per cent in 1975.

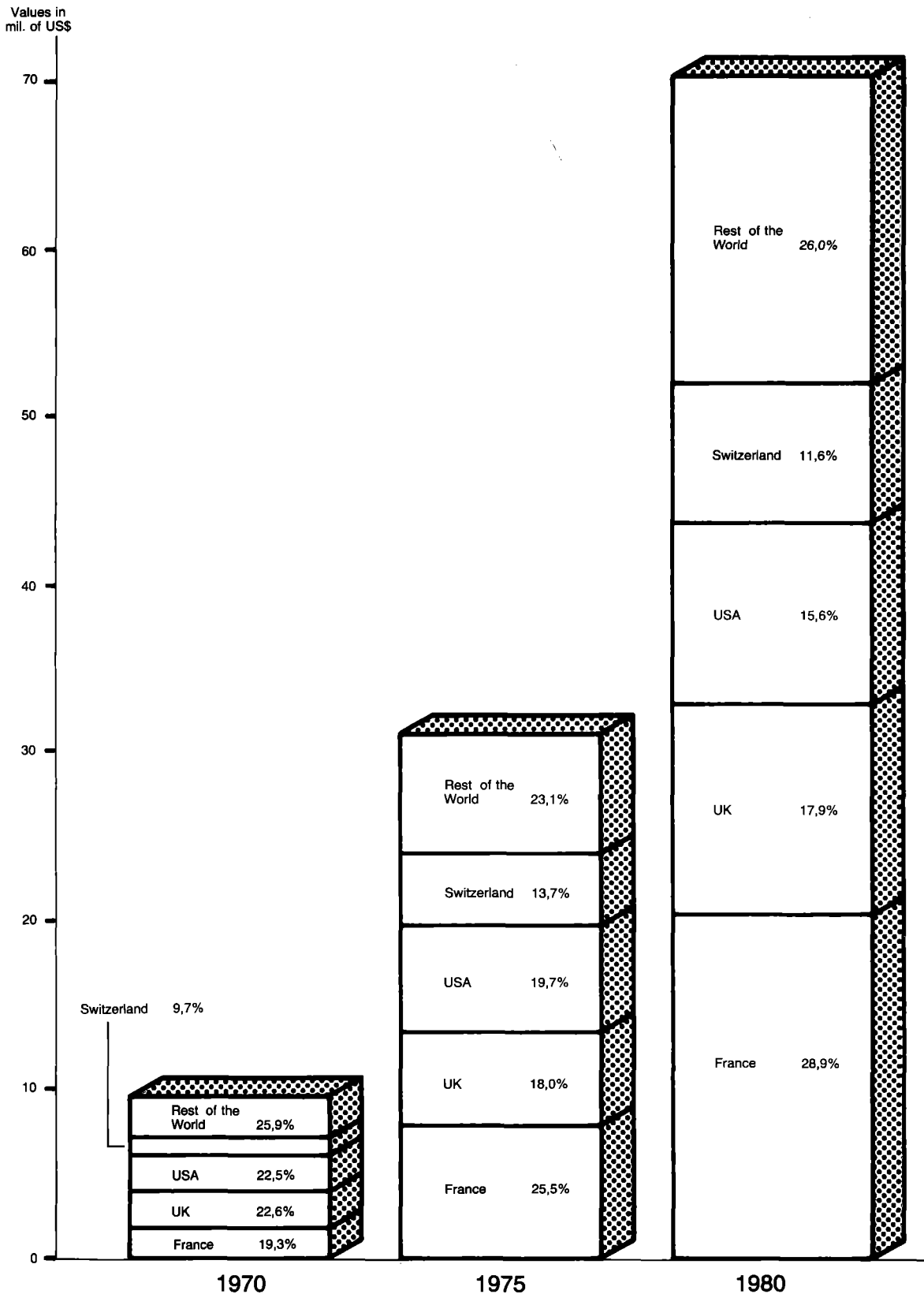
Switzerland

Switzerland's exports have manifested a clearly discernible trend during the decade, i.e., increase of its exports to the EEC countries and the continuing decline of exports to the United States of America. Thus, in 1970, the United States of America accounted for 52 per cent of Switzerland's exports, and the EEC countries for only 33 per cent. In 1975, the situation was reversed with only 29 per cent for the United States of America and 50 per cent for EEC countries. In 1980, the share of the United States of America declined further to 19 per cent, while that of the EEC went up to 71 per cent. The United States of America and the EEC altogether absorbed 90 per cent of Switzerland's exports in 1980.

Table 40: Main partner countries of the major exporters of engravings, prints and lithographs
(Values in thousands of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
FRANCE							
To: World		1,880	100.0	8,020	100.0	20,353	100.0
USA		754	40.1	2,086	26.0	8,964	44.0
EEC		246	13.1	1,406	17.5	3,395	16.7
Germany, Fed. Rep. of		135	7.2	574	7.2	1,967	9.7
Japan		231	12.3	1,417	17.7	5,108	25.1
Switzerland		317	16.9	1,427	17.8	1,242	6.1
Sweden		235	12.5	670	8.4	471	2.3
UNITED KINGDOM							
To: World		2,199	100.0	5,666	100.0	12,605	100.0
USA		1,100	50.0	1,696	29.9	4,993	39.6
EEC		203	9.2	1,322	23.3	2,842	22.5
Germany, Fed. Rep. of		62	2.8	823	14.5	1,618	12.8
France		24	1.1	282	5.0	638	5.1
Japan		25	1.1	1,406	24.8	932	7.4
Switzerland		376	17.1	428	7.6	850	6.7
Australia		99	4.5	92	1.6	1,074	8.5
UNITED STATES OF AMERICA							
To: World		2,186	100.0	6,194	100.0	10,950	100.0
Canada		323	14.8	979	15.8	2,507	22.9
EEC		1,011	46.2	3,065	49.5	3,931	35.9
United Kingdom		416	19.0	1,011	16.3	2,748	25.1
Germany, Fed. Rep. of		329	15.1	272	4.4	448	4.1
Switzerland		144	6.6	157	2.5	193	1.8
Sweden		186	8.5	789	12.7	357	3.3
SWITZERLAND							
To: World		947	100.0	4,322	100.0	8,132	100.0
USA		490	51.7	1,240	28.7	1,537	18.9
EEC		315	33.3	2,143	49.6	5,789	71.2
Germany, Fed. Rep. of		170	18.0	1,307	30.2	3,230	39.7
United Kingdom		35	3.7	433	10.0	2,082	25.6

Major exporters of engravings, prints and lithographs



4c. SCULPTURES AND STATUARY

Exportation of sculptures and statuary

Patterns and trends in the international exchange of these art forms were not very different from those of paintings and drawings. Developed countries accounted for well over 90 per cent of the world total exports, their share having varied within the range 92 to 97 per cent during the period 1970-1980. Among the main exporters of these works of art, there are the United Kingdom, France, the United States of America, Switzerland, Italy and the Federal Republic of Germany. These six countries have exported 86 per cent of the world total in 1970 and in 1975, and 90 per cent in 1980. In 1980, these six countries exported sculptures and statuary valued at US\$105 million. Heading the list of the main exporters was the United Kingdom; her exports for 1980 were valued at US\$43 million, representing 37 per cent of the world total. Next was France with US\$19 million for that year, representing 16 per cent of the world total. Then came the United States with exports valued at US\$14 million.

Importation of sculptures and statuary

Table 42 lists five of the biggest importing countries, four of which appear among the six biggest exporters (see Table 41), the fifth country being Japan.

Developed countries dominate the scene here as for exports, with 96, 97 and 98 per cent of the world total exports for 1970, 1975 and 1980 respectively.

During the 1970s, five countries alone have imported between 70-80 per cent of the world total (see Table 42). In absolute values, the United States increased its imports from US\$13 million in 1970 to \$44 million in 1980, although its percentage of the world total dropped from 42 per cent in 1970 to 29 per cent in 1980, which underscores the rapid growth of global imports during the period.

The United States of America has been, during that same period, the biggest importer of these works of art, followed by the United Kingdom with 18 per cent in 1970 and 21 per cent in 1980, by Japan which in 1980 accounted for 13 per cent compared to a mere 5 per cent in 1970. In 1980, the Federal Republic of Germany had an eight-fold increase over 1970 in terms of value, with its percentage of world imports going up from 5.5 to 9.4 during the period.

Switzerland, the last of the 'big five', has registered a good increase from the common base it shared with the Federal Republic of Germany in 1970, and had over a seven-fold increase, with a percentage of the world total standing at 7.9 in 1980 compared with Germany's 9.4.

It should be noted that in 1970 the developed countries accounted for 95.5 per cent of the world total of imports of these cultural products, and that in 1980 the figure had increased to 98.1 per cent. The share of the developing world consequently paled into insignificance.

Trade balance in exchange of sculptures and statuary

According to 1980 figures, France, the United Kingdom and Italy belonged to the group of net exporters. The other countries shown in Table 43 were net importers, although Switzerland's balance was negative only for 1980. For the previous years it was positive. France, throughout the decade, had a bigger positive

Table 41: Major exporters of sculptures and statuary
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
United Kingdom	8.2	29.6	10.5	21.6	42.6	36.8
France	4.1	14.8	6.3	12.9	18.8	16.2
USA	4.0	14.5	12.2	25.0	14.2	12.3
Switzerland	3.0	10.8	7.2	14.8	11.3	9.7
Germany, Fed. Rep. of	3.0	10.8	3.3	6.8	10.9	9.4
Italy	1.5	5.4	2.2	4.5	6.9	6.0
Subtotal for six countries	23.8	85.9	41.7	85.6	104.7	90.4
Developed countries total	26.3	94.9	44.6	91.6	112.0	96.7
World total	27.7	100.0	48.7	100.0	115.8	100.0

Table 42: Major importers of sculptures and statuary
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	13.1	42.3	21.0	32.5	44.3	28.8
United Kingdom	5.5	17.7	8.6	13.3	32.6	21.2
Japan	1.5	4.8	7.2	11.2	19.3	12.6
Germany, Fed. Rep. of	1.7	5.5	3.7	5.7	14.5	9.4
Switzerland	1.7	5.5	4.4	6.8	12.2	7.9
Subtotal for five countries	23.5	75.8	44.9	69.5	122.9	79.9
Developed countries total	29.6	95.5	62.4	96.6	150.9	98.1
World total	31.0	100.0	64.6	100.0	153.9	100.0

**Table 43: Trade balance and the relation between exports and imports
in international exchange of sculptures and statuary**
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
France	4.1	0.5	+3.6	820	6.3	2.4	+3.9	263	18.8	4.3	+14.5	437
United Kingdom	8.2	5.5	+2.7	149	10.5	8.6	+1.9	122	42.6	32.6	+10.0	131
Italy	1.5	0.4	+1.1	375	2.2	0.3	+1.9	733	6.9	0.5	+6.4	1,380
NET IMPORTING COUNTRIES*												
Switzerland	3.0	1.7	+1.3	176	7.2	4.4	+2.8	164	11.3	12.2	-0.9	93
USA	4.0	13.1	-9.1	30	12.2	21.0	-8.8	58	14.2	44.3	-30.1	32
Japan	0.5	1.5	-1.0	33	0.3	7.2	-6.9	4	0.4	19.3	-18.9	2
Germany, Fed. Rep. of	3.0	1.7	+1.3	176	3.3	3.7	-0.4	89	10.9	14.5	-3.6	75

* According to balance in 1980

Table 44: Main partner countries of the major exporters of sculptures and statuary
(Values in thousands of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
UNITED KINGDOM							
To: World		8,184	100.0	10,460	100.0	42,605	100.0
USA		5,245	64.1	4,412	42.2	14,118	33.1
EEC		873	10.7	2,039	19.5	10,121	23.8
France		254	3.1	1,140	10.9	2,944	6.9
Germany, Fed. Rep. of		189	2.3	401	3.8	5,406	12.7
Switzerland		1,034	12.6	2,069	19.8	10,611	24.9
Japan		156	1.9	369	3.5	2,323	5.5
FRANCE							
To: World		4,062	100.0	6,387	100.0	18,816	100.0
USA		1,942	47.8	2,386	37.4	6,947	36.9
Japan		407	10.0	914	14.3	2,093	11.1
EEC		803	19.8	1,061	16.6	5,219	27.7
United Kingdom		367	9.0	317	5.0	2,389	12.7
Germany, Fed. Rep. of		256	6.3	210	3.3	1,763	9.4
Switzerland		299	7.4	866	13.6	3,119	16.6
UNITED STATES OF AMERICA							
To: World		3,992	100.0	12,163	100.0	14,232	100.0
Canada		918	23.0	7,635	62.8	1,370	9.6
EEC		1,465	36.7	2,014	16.6	8,515	59.8
United Kingdom		856	21.4	695	5.7	4,227	29.7
Switzerland		669	16.8	469	3.9	806	5.7
SWITZERLAND							
To: World		2,982	100.0	7,234	100.0	11,349	100.0
USA		1,461	49.0	2,285	31.6	3,254	28.7
EEC		1,302	43.7	3,627	50.1	7,414	65.3
France		438	14.7	620	8.6	1,353	11.9
Germany, Fed. Rep. of		350	11.7	1,666	23.0	1,864	16.4
United Kingdom		337	11.3	869	12.0	3,883	34.2
GERMANY, FEDERAL REPUBLIC OF							
To: World		3,020	100.0	3,343	100.0	10,873	100.0
USA		891	29.5	418	12.5	1,556	14.3
EEC		1,173	38.8	1,582	47.3	5,855	53.8
Italy		539	17.8	190	5.7	672	6.2
United Kingdom		340	11.3	332	9.9	2,008	18.5
France		64	2.1	687	20.6	1,352	12.4
Switzerland		635	21.0	524	15.7	2,720	25.0

Major exporters of sculptures and statuary

Values in
mil. of US\$

110

100

90

80

70

60

50

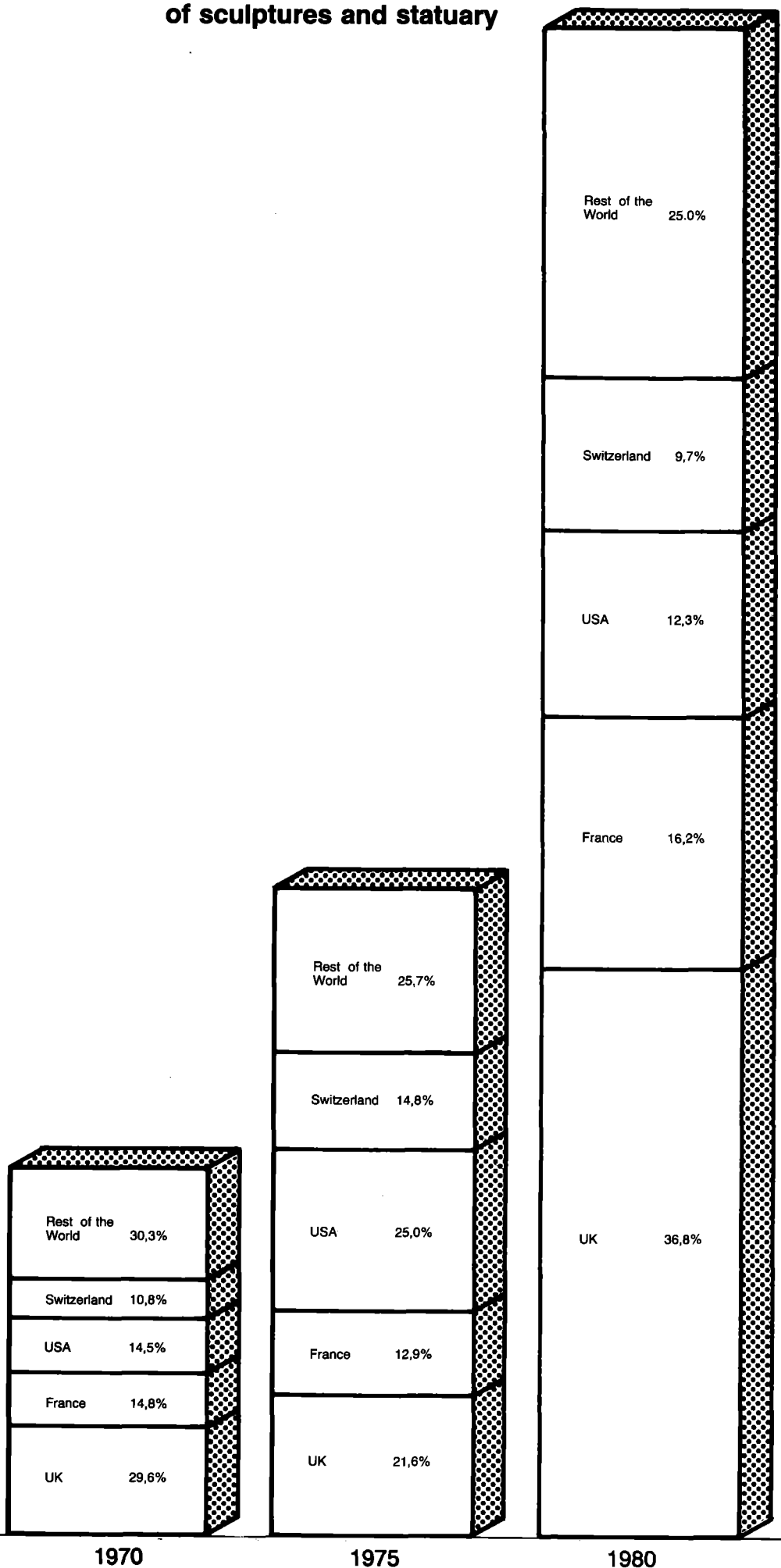
40

30

20

10

0



1970

1975

1980

balance than the United Kingdom, mainly due to the fact that the import figure for France was much smaller than that for her exports. In 1970, for example, the United Kingdom exported twice as much as France but also imported eleven times as much. In 1980 the ratio of exports to imports in the case of France was 4.4 : 1 and for the United Kingdom it was only 1.3 : 1. Italy is another case where exports far outstrip imports. In 1980 there were imports of US\$0.5 million compared to exports of \$6.9 million. For the United States in 1980 the ratio of exports to imports was less than a third, with a negative balance of US\$30 million. In the case of the Federal Republic of Germany, the ratio was 3 : 4 with a negative balance of US\$3.6 million. Japan's imports for 1980 were 50 times as much as its exports resulting in a negative balance of around US\$19 million.

Countries trading with the five major exporters

United Kingdom

Most of the sculptures and statuary exported by the United Kingdom during the decade 1970-1980 went to the other EEC countries and Switzerland and to the United States of America. These countries altogether absorbed 87 per cent of British exports in 1970 and 82 per cent in 1975 and 1980.

France

There was no great difference with the United Kingdom in the export patterns of France. In 1970, France exported 75 per cent of sculptures and statuary to other EEC countries, to Switzerland and to the USA. In 1975 that percentage declined to 68 per cent, but in 1980 recovered to reach 81 per cent. If Japan is added to the other importing countries mentioned above, they would altogether account for 85 per cent in 1970, 82 per cent in 1975, and 92 per cent in 1980 of French exports.

United States of America

During the decade 1970-1980, importers of the United States' products under study had kept changing importance, and no clear pattern was discernible. Thus, in 1970 the EEC countries took 37 per cent of these exports, while in 1975 that figure fell to 17 per cent and then rose again to 60 per cent in 1980, the United Kingdom accounting for half of that 1980 figure. Canada, which imported 23 per cent in 1970, stepped it up to a record 63 per cent in 1975 but took only 10 per cent in 1980. Switzerland's share has been 17 per cent in 1970, 4 per cent in 1975 and 6 per cent in 1980.

Switzerland

The EEC countries and the United States of America accounted for 93 per cent of Switzerland's exports in 1970, 82 per cent in 1975 and 94 per cent in 1980 (the United Kingdom's share was 34 per cent).

Federal Republic of Germany

The same group of countries were the major partners of the Federal Republic of Germany. Thus, in 1970 almost 90 per cent of the exports were absorbed by the EEC, Switzerland and the United States; in 1975, their figure dropped to 75 per cent but increased again to reach 93 per cent in 1980. Among individual members of the EEC, in 1970 Italy accounted for 18 per cent of the Federal Republic of Germany's total exports of these works of art, the United Kingdom 11 per cent and France only 2 per cent. In 1975 the proportions were redistributed as follows: Italy 6 per cent, United Kingdom 10 per cent and France 21 per cent. In 1980 the percentage was 6 for Italy, 18 for the United Kingdom and 12 for France.

D. CATEGORY 5 - CINEMA AND PHOTOGRAPHY

Three groups are dealt with in this category:

5a. *Photographic cameras.* Are included here photo cameras (other than cinematographic) and flashlight apparatus.

5b. *Cinematographic cameras.* This covers cinematographic cameras, projectors, sound recorders and sound reproducers.

5c. *Photographic and cinematographic supplies.* Here are included six sub-groups of various products related to photography and cinema: (i) chemical products and flashlight materials of a kind used in photography; (ii) photographic plates and film in the flat (other than of paper, paperboard or cloth), sensitized, unexposed; (iii) film in rolls, sensitized, unexposed; (iv) paper, paperboard and cloth, sensitized, not developed; (v) sensitized plates and film exposed, not developed; (vi) plates, film, other than cinematographic, exposed and developed.

5a. PHOTOGRAPHIC CAMERAS

Exportation of photo cameras

The significant role played by photography in the cultural life of a country can hardly be disregarded. As Augustin Girard, Chief of Studies and Research at the French Ministry of Culture puts it, 'photography enables a large number of people to enjoy individual creative freedom, to play with light and colour so as to re-create for themselves the world around them...'.^{*} Photography has spread rapidly throughout the world, and cameras are household features in some of the remotest corners of the world. It is the more surprising at the same time to realize that only a few countries in the world actually produce photo cameras. Looking at export figures, one discovers that only *ten* countries supplied a stunning 95 per cent of photo cameras to the world market in 1980; in 1970 and 1975 the percentage was even higher, 98 and 96 respectively. Of the 'big ten', six countries - namely Japan, Federal Republic of Germany, United States of America, United Kingdom, Hong Kong and the Netherlands - exported almost 90 per cent of the world total.

In the past decade, international trade in photo cameras, as in many other 'cultural commodities', has shown a considerable growth rate. Between 1970 and 1980, world exports of photo cameras have increased almost five times.

Again, among these countries, one notes the impressive performance of Japan, whose share in world exports grew steadily from 31 per cent in 1970 to 44 per cent in 1975, leaping further to 52 per cent in 1980.

As can be seen from Table 45, within a decade British exports, though slightly increasing in terms of value, declined dramatically as a percentage of the world total, i.e. from 22 per cent in 1970 to 5 per cent in 1980. Exports of the Federal Republic of Germany also relatively decreased although in absolute values they increased 3.5 times. The United States of America gained almost five percentage points, while the Netherlands' share fell from almost 14 per cent to less than 4 per cent of the world total. Hong Kong's exports in 1980 were 14 times greater than in 1970, and her percentage in the world market during that period almost trebled, increasing from 1.5 per cent to 4.2 per cent.

^{*} A. Girard. Cultural industries: a handicap or a new opportunity? in *Cultural industries. A challenge for the future of culture*. Unesco, 1982, p. 32.

Table 45: Major exporters of photographic cameras
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	158.7	31.2	386.3	44.1	1,294.2	51.5
Germany, Fed. Rep. of	94.3	18.5	156.0	17.8	334.6	13.3
USA	35.8	7.0	103.4	11.8	299.4	11.9
United Kingdom	109.9	21.6	48.0	5.5	115.6	4.6
Hong Kong	7.5	1.5	28.2	3.2	106.1	4.2
Netherlands	70.9	13.9	41.8	4.8	97.4	3.9
Singapore	0.6	0.1	41.8	4.8	48.3	1.9
Sweden	11.8	2.3	19.1	2.2	38.8	1.5
Switzerland	6.6	1.3	14.7	1.7	37.2	1.5
Portugal	0.0	0.0	3.6	0.4	26.7	1.1
Subtotal for ten countries	496.1	97.6	843.0	96.2	2,398.4	95.4
World total	508.5	100.0	976.4	100.0	2,515.0	100.0

Table 46: Major importers of photographic cameras
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	70.3	15.1	175.3	18.6	524.4	20.7
Germany, Fed. Rep. of	55.0	11.8	135.0	14.3	325.2	12.9
United Kingdom	30.5	6.5	61.1	6.5	242.2	9.6
France	55.7	11.9	84.7	9.0	188.9	7.5
Netherlands	61.5	13.2	52.2	5.5	150.0	5.9
Hong Kong	12.1	2.6	28.9	3.1	121.8	4.8
Saudi Arabia	9.6	1.0	112.0	4.4
Canada	19.2	4.1	48.8	5.2	104.4	4.1
Japan	6.8	1.5	43.7	4.6	83.9	3.3
Italy	14.2	3.0	31.5	3.3	80.0	3.2
Switzerland	17.6	3.8	28.1	3.0	67.9	2.7
Singapore	5.2	1.1	22.7	2.4	52.8	2.1
Sweden	22.9	4.9	24.7	2.6	50.2	2.0
Spain	14.1	3.0	19.0	2.0	47.9	1.9
Belgium-Luxembourg	9.6	2.1	21.0	2.2	44.8	1.8
Australia	10.9	2.3	23.5	2.5	41.3	1.6
Argentina	2.5	0.5	4.6	0.5	28.2	1.1
Subtotal for seventeen countries	408.1	87.4	814.4	86.5	2,265.9	89.6
World total	466.8	100.0	941.7	100.0	2,529.4	100.0

Importation of photo cameras

Another interesting feature in the world trade of photo cameras is that the list of the major importing countries (17 in total) includes all but one of the biggest exporters.

Out of US\$2,529 million of world imports in 1980, the major importing countries accounted for US\$2,266 million, i.e. 90 per cent of the world total, against 87 per cent in 1970 when the world total stood at US\$467 million.

In 1980, of the 17 countries having imports exceeding US\$100 million, eight totalled \$1.8 billion, accounting for about 70 per cent of the world total. This list of eight countries is headed by the United States of America with 15 per cent of the world total in 1970, 19 per cent in 1975 and 21 per cent in 1980. In 1980 the eight biggest importers of photo cameras (in value) were as follows, in order of importance: United States of America, Federal Republic of Germany, United Kingdom, France, Netherlands, Hong Kong, Saudi Arabia and Canada.

Trade balance in exchange of photo cameras

Viewed from the trade balance angle, Japan's uniqueness demonstrates itself most forcibly, its huge positive balance in the photo camera trade leaving far behind those countries which had surpluses. The Federal Republic of Germany also had a surplus, although a gradually declining one. A few other countries, at one time or another, had surpluses in their trade but the trend manifests itself very clearly from Table 47.

Hardly any further comments are called for except perhaps to mention that the most important international exchanges in the photo camera trade involve the same main exporters and importers of that commodity.

Countries trading with the five major exporters

According to 1980 export values, five countries exceeded in that year the level of US\$100 million: Japan, Federal Republic of

Table 47: Trade balance and the relation between exports and imports in international exchange of photo cameras
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
Japan	158.7	6.8	+151.9	2,334	386.3	43.7	+342.6	884	1,294.2	83.9	+1,210.3	1,543
Germany, Fed. Rep. of	94.3	55.0	+39.3	171	156.0	135.0	+21.0	116	334.6	325.2	+9.4	103
NET IMPORTING COUNTRIES*												
USA	35.8	70.3	-34.5	51	103.4	175.3	-71.9	59	299.4	524.4	-255.0	57
United Kingdom	109.9	30.5	+79.4	360	48.0	61.1	-13.1	79	115.6	242.2	-126.6	48
France	5.1	55.7	-50.6	9	6.1	84.7	-78.6	7	17.8	188.9	-171.1	9
Netherlands	70.9	61.5	+9.4	115	41.8	52.2	-10.4	80	97.4	150.0	-52.6	65
Hong Kong	7.5	12.1	-4.6	62	28.2	28.9	-0.7	98	106.1	121.8	-15.7	87
Canada	...	19.2	48.8	6.9	104.4	-97.5	7
Italy	1.5	14.2	-12.7	11	2.7	31.5	-28.8	9	4.9	80.0	-75.1	6
Switzerland	6.6	17.6	-11.0	37	14.7	28.1	-13.4	52	37.2	67.9	-30.7	55
Singapore	0.6	5.2	-4.6	11	41.8	22.7	+19.1	184	48.3	52.8	-4.5	91
Sweden	11.8	22.9	-11.1	51	19.1	24.7	-5.6	77	38.8	50.2	-11.4	77
Spain	0.3	14.1	-13.8	2	0.6	19.0	-18.4	3	2.2	47.9	-45.7	5
Belgium-Luxembourg	1.0	9.6	-8.6	10	4.8	21.0	-16.2	23	10.7	44.8	-34.1	24
Australia	0.2	10.9	-10.7	2	2.9	23.5	-20.6	12	4.2	41.3	-37.1	10
Argentina	0.4	2.5	-2.1	16	1.2	4.6	-3.4	26	3.1	28.2	-25.1	11

* According to balance in 1980

Germany, United States of America, United Kingdom and Hong Kong. As a rule, these five countries have exported their photo cameras to numerous countries round the world. However, each of them has sold most of its products to a relatively small number of partner countries, much the same countries at that.

Japan

Japan's exports of photo cameras to the ten countries of the European Economic Community (EEC) increased in value from US\$38 million in 1970 to \$440 million in 1980. The EEC's share in Japanese exports rose steadily from 24 per cent in 1970 to 37 per cent in 1975 and fell back slightly to 34 per cent in 1980. That of the United States was 32 per cent in 1970, 30 per cent in 1975 and 33 per cent in 1980. Thus, from the data shown in Table 48, one can see that 67 per cent of Japan's photo cameras were sold in 1970 to 13 countries (the ten countries of the EEC, the United States of America, Canada and Hong Kong). In 1975 these countries absorbed 76 per cent of Japan's exports, and 77 per cent in 1980. The remaining 23 per cent were distributed among many other countries of the world, with values varying widely: from one thousand to several million US dollars.

Federal Republic of Germany

The Federal Republic of Germany exported its cameras mainly to the other EEC countries and to the United States of America. In 1970 these countries (the ten countries of the EEC plus the United States of America) absorbed 64 per cent of the Federal Republic of Germany's exports, 55 per cent in 1975 and 54 per cent in 1980. Japan's meagre share in the Federal Republic of Germany's exports increased from 2 per cent in 1970 to 4 per cent in 1980.

United States of America

Exports of the United States of America went mostly to Canada, Mexico, Japan and the EEC countries. The share of the above

countries together in the United States' camera exports was 52 per cent in 1970, 64 per cent in 1975 and 70 per cent in 1980. In 1980, the United States exported 15 per cent of its photo cameras to the United Kingdom and 12 per cent to the Netherlands, these two countries carving out 27 of the 47 per cent accounted for by the EEC of which they are both members.

United Kingdom

The main partners of the United Kingdom happen again to be members of the EEC, the Netherlands being the most important importer of British cameras. During the period 1970-1980, there was a decline in British exports, from US\$110 million in 1970 to \$48 million in 1975. In 1980 exports increased to \$116 million. Some 56 per cent of British camera exports in 1970 went to the other EEC countries (of which 45 per cent to the Netherlands). With the corresponding decrease of the total value in 1975, the EEC's share fell to 34 per cent and that of the Netherlands to 19 per cent, due partly to increases in exports to the United States and Japan amounting to 11 per cent and 13 per cent respectively. In 1980, British total exports of US\$116 million were distributed among the EEC (62 per cent, with the Netherlands alone accounting for more than half of that percentage), Japan (5 per cent), United States of America (4 per cent), Spain (2 per cent) and Sweden (2 per cent). These countries absorbed therefore 75 per cent of British exports in 1980 while the remaining quarter went to the rest of the world.

Hong Kong

Hong Kong's exports of US\$7.5 million in 1970 almost quadrupled to \$28.2 million in 1975 and soared to \$106.2 million in 1980. As far as partner countries are concerned, Hong Kong followed the pattern of the other members of the group of five. The percentage distribution of its exports for 1970 was as follows: United States of America 40 per cent; EEC 25 per cent (within the EEC, United Kingdom 7 per cent, Federal Republic of Germany 6 per cent), the United States and the EEC together

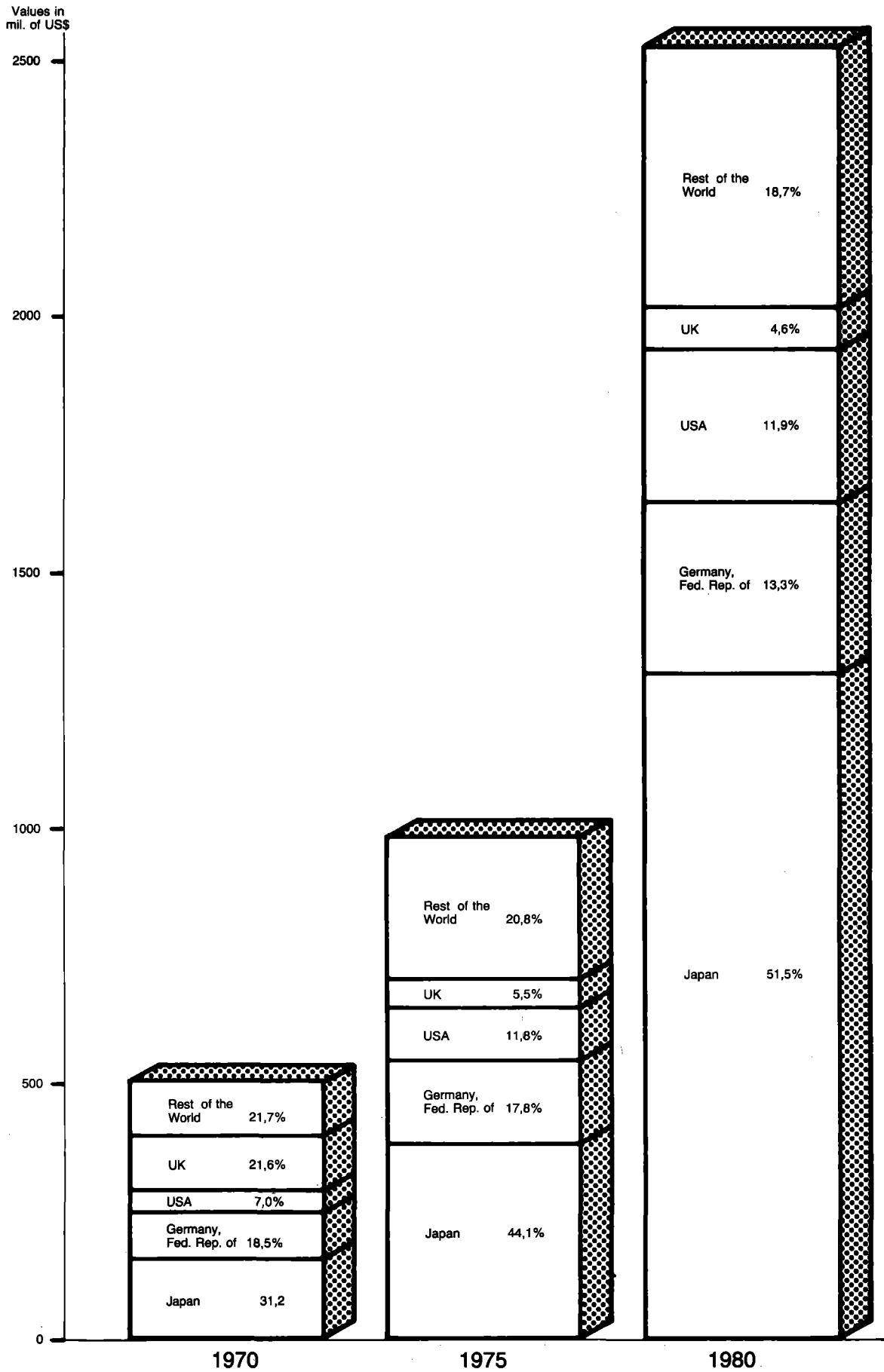
Table 48: Main partner countries of the major exporters of photographic cameras
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		158.7	100.0	386.3	100.0	1,294.2	100.0
USA		50.5	31.8	116.2	30.0	425.3	32.9
Canada		4.7	3.0	17.4	4.5	52.1	4.0
EEC		37.9	23.9	141.9	36.7	440.3	34.0
Germany, Fed. Rep. of		14.9	9.4	68.2	17.7	204.3	15.8
Netherlands		10.6	6.7	30.6	7.9	89.5	6.9
Hong Kong		12.9	8.1	20.0	5.2	73.2	5.7
GERMANY, FEDERAL REPUBLIC OF							
To: World		94.3	100.0	156.0	100.0	334.6	100.0
USA		15.4	16.3	14.7	9.4	41.0	12.3
EEC		44.7	47.4	71.1	45.6	139.5	41.7
France		15.3	16.2	28.6	18.3	46.3	13.8
Netherlands		10.0	10.7	13.5	8.7	18.9	5.7
United Kingdom		3.7	3.9	7.2	4.6	28.5	8.5
Italy		9.8	10.4	10.7	6.7	23.5	7.0
Japan		1.9	2.0	6.4	4.1	13.8	4.1
UNITED STATES OF AMERICA							
To: World		35.8	100.0	103.4	100.0	299.4	100.0
Canada		3.8	10.6	10.4	10.0	23.3	7.8
Japan		3.8	10.6	14.5	14.0	29.9	10.0
EEC		10.0	28.0	37.8	36.6	139.2	46.5
United Kingdom		1.6	4.5	16.6	16.0	43.6	14.6
Netherlands		5.2	14.5	12.4	12.0	36.7	12.3
Mexico		0.9	2.6	3.4	3.3	15.5	5.2
UNITED KINGDOM							
To: World		109.9	100.0	48.0	100.0	115.6	100.0
EEC		61.4	55.9	16.2	33.8	72.1	62.4
Netherlands		49.7	45.2	8.9	18.5	37.5	32.4
Sweden		11.2	10.1	1.1	2.4	2.0	1.7
Spain		5.5	5.0	1.4	2.8	2.3	2.0
USA		1.1	1.0	5.3	11.1	4.5	3.9
Japan		1.4	1.3	6.0	12.5	5.3	4.6
HONG KONG							
To: World		7.5	100.0	28.2	100.0	106.2	100.0
USA		3.0	40.2	11.2	40.0	35.6	33.6
EEC		1.9	25.0	8.4	30.0	33.5	31.6
Belgium-Luxembourg		0.2	2.8	3.0	10.7	2.2	2.1
Germany, Fed. Rep. of		0.4	5.9	3.2	11.3	13.5	12.8
United Kingdom		0.5	7.0	1.0	3.9	13.3	12.5

making up 65 per cent. For 1975 the pattern changed little, the United States and the EEC absorbing 40 per cent and 30 per cent respectively. In 1980, the United States' and the EEC's shares were 34 per cent and 32 per cent respectively. Within these 32 per cent, the United Kingdom took 13 per cent of Hong Kong's total exports of the product, and the Federal Republic of

Germany 13 per cent. In 1980, Saudi Arabia received 11 per cent of Hong Kong's exports while the United States of America, the EEC and Saudi Arabia together made up 76 per cent, the remainder of Hong Kong's photo camera exports going to over 60 countries in Asia, Oceania and Europe.

Major exporters of photographic cameras



5b. CINEMATOGRAPHIC CAMERAS

Importation of cinematographic cameras

Exportation of cinematographic cameras

Between 1970 and 1980 world exports of cinematographic cameras increased from US\$157 million to \$507 million, i.e. over three times.

The bulk of this commodity was provided to the world market by a few countries which are traditionally the main exporters of the product. In 1970 and 1975, five countries (Japan, Federal Republic of Germany, United States of America, Italy and France) accounted for 86.3 per cent and 84.8 per cent respectively of the total world exports. In 1980, with Austria's US\$59.2 million exports, six countries supplied the world market with cinematographic cameras worth US\$438 million (86.3 per cent of the world total), of which Japan's exports were valued at US\$189 million, or 37.3 per cent of that total. For 1970 and 1975, the figures were even higher: 43.2 per cent and 42.7 per cent, i.e. US\$67.6 and \$143.7 million, respectively. In 1980, Austria's exports represented 11.7 per cent of the world total. The Federal Republic of Germany's exports of cinematographic cameras during the above period increased in terms of value: US\$32.1 million in 1970, \$61.6 million in 1975 and \$85.9 million in 1980. Her percentage of the world total went down, however, from 20.5 per cent in 1970 to 16.9 per cent in 1980. Exports of the United States between 1970 and 1980 more than trebled, export figures climbed from US\$18.2 million to \$57.5 million, but the corresponding percentage of the world total stood at around 12 per cent for these years. Italy and France had comparative performances. In 1970, these countries exported for US\$9.2 million and \$8.0 million; in 1975 US\$21.2 and \$18.2 million, and in 1980 US\$25.8 and \$20.5 million respectively. These values have represented between 4 and 6 per cent of the world total.

The major importers of the commodity have consisted of all the biggest exporters (except Austria) and four other developed countries: United Kingdom, Netherlands, Spain and Canada.

Nine countries (see Table 50) accounted for two-thirds of the world total during the decade 1970-1980, the other third going to the rest of the world.

The Federal Republic of Germany was much ahead of other importers (except for 1970) with imports valued at US\$81.8 million for 1975 and \$85.5 million for 1980, these imports representing 20.3 per cent and 16.4 per cent of the world total respectively. The imports of the United States of America, valued at US\$33.7 million in 1970 (22 per cent of the world total), remained almost unchanged in 1975 (when they represented 8.6 per cent of the world total) and then increased to \$65.5 million in 1980, thereby registering an increase of 4 percentage points.

The positions of the other big importers have not witnessed big changes as far as percentages of the world total are concerned, although in terms of value their imports have been growing steadily. The United Kingdom imported cinematographic cameras in 1970 valued at US\$11.7 million (7.6 per cent of the world total), in 1975, \$30.3 million (7.5 per cent) and in 1980, \$41.9 million (8 per cent). During the decade, five other countries, namely the Netherlands, Spain, Italy, Canada and Japan, have expanded their imports, but at different rates, and by 1980 they stood nearly abreast as regards these imports.

A sizeable quantity of the product has been imported by countries other than the nine main importers. Thus, in 1980 alone, Saudi Arabia imported cinematographic cameras valued at US\$10.9 million; Hong Kong \$9.9 million; Algeria \$9.7 million; Argentina \$9.2 million; Brazil and Malaysia \$4.8 million each; Singapore \$3.6 million and Venezuela \$2.7 million.

Table 49: Major exporters of cinematographic cameras
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	67.6	43.2	143.7	42.7	189.1	37.3
Germany, Fed. Rep. of	32.1	20.5	61.6	18.3	85.9	16.9
USA	18.2	11.6	40.8	12.1	57.5	11.3
Austria	59.2	11.7
Italy	9.2	5.9	21.2	6.3	25.8	5.1
France	8.0	5.1	18.2	5.4	20.5	4.0
Subtotal for six countries	135.1	86.3	285.5	84.8	438.0	86.3
World total	156.7	100.0	336.6	100.0	507.4	100.0

Table 50: Major importers of cinematographic cameras
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Germany, Fed. Rep. of	17.1	11.2	81.8	20.3	85.5	16.4
USA	33.7	22.0	34.7	8.6	65.5	12.6
France	16.3	10.6	48.3	12.0	49.9	9.6
United Kingdom	11.7	7.6	30.3	7.5	41.9	8.0
Netherlands	5.9	3.9	22.1	5.5	28.4	5.4
Spain	3.0	2.0	15.7	3.9	22.1	4.2
Italy	8.5	5.6	12.9	3.2	22.1	4.2
Canada	5.1	3.3	17.2	4.3	21.8	4.2
Japan	2.1	1.4	5.5	1.4	19.5	3.7
Subtotal for nine countries	103.4	67.6	268.5	66.7	356.7	68.3
World total	153.1	100.0	403.9	100.0	521.5	100.0

**Table 51: Trade balance and the relation between exports and imports
in international exchange of cinematographic cameras**
(Values in millions of US dollars; percentage: exports to imports)

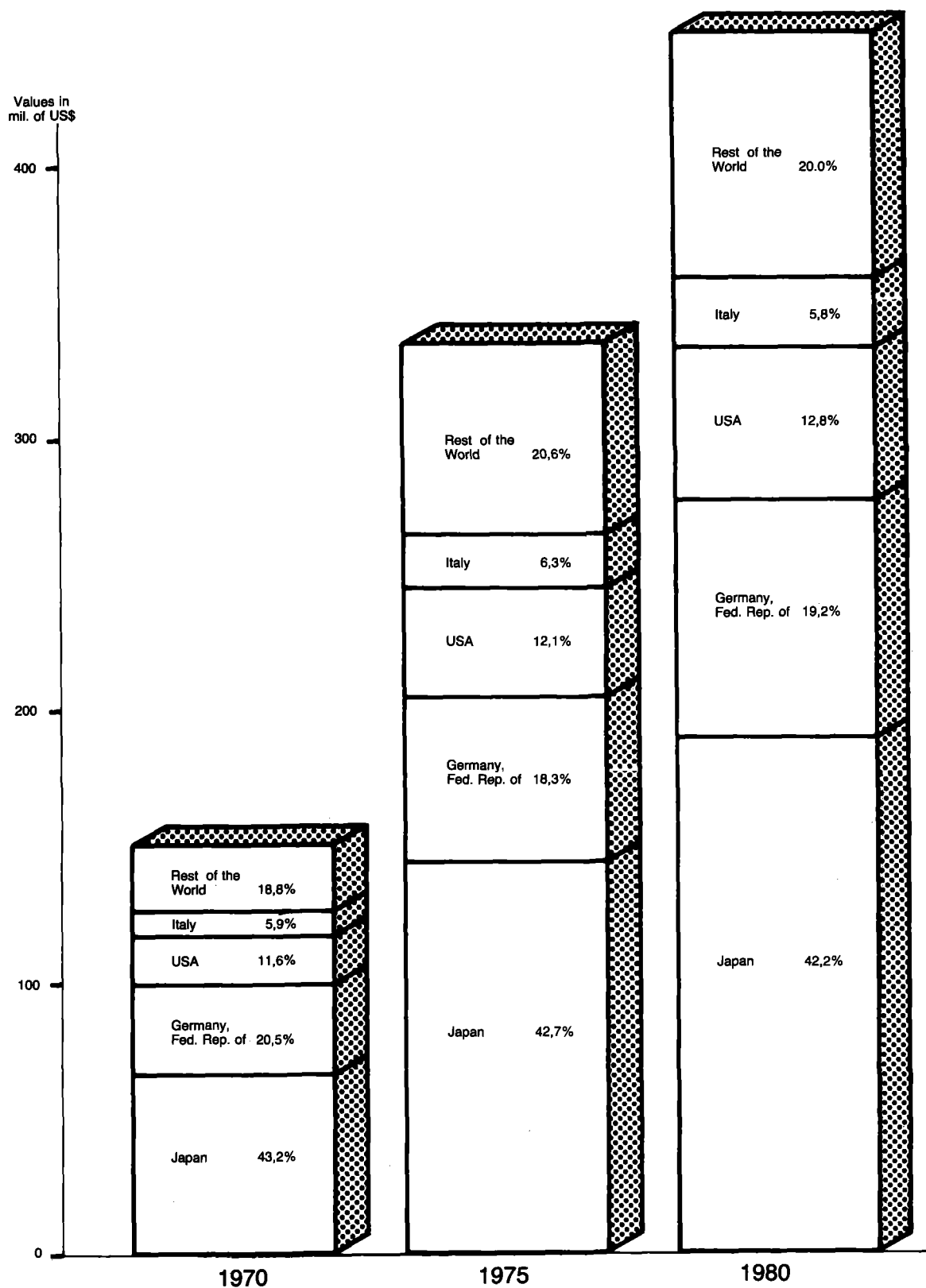
Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES *												
Japan	67.6	2.1	+65.5	3,219	143.7	5.5	+138.2	2,613	189.1	19.5	+169.6	970
Germany, Fed. Rep. of	32.1	17.1	+15.0	188	61.6	81.8	-20.2	75	85.9	85.5	+0.4	100
Italy	9.2	8.5	+0.7	108	21.2	12.9	+8.3	164	25.8	22.1	+3.7	117
NET IMPORTING COUNTRIES *												
France	8.0	16.3	-8.3	49	18.2	48.3	-30.1	38	20.5	49.9	-29.4	41
United Kingdom	5.5	11.7	-6.2	47	14.5	30.3	-15.8	48	13.8	41.9	-28.1	33
Spain	0.2	3.0	-2.8	7	0.4	15.7	-15.3	3	0.5	22.1	-21.6	2
Canada	1.2	5.1	-3.9	23	2.6	17.2	-14.6	15	...	21.8
Netherlands	2.5	5.9	-3.4	42	5.3	22.1	-16.8	24	10.1	28.4	-18.3	36
USA	18.2	33.7	-15.5	54	40.8	34.7	+6.1	118	57.5	65.5	-8.0	88

* According to balance in 1980

Table 52: Main partner countries of the major exporters of cinematographic cameras
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		67.6	100.0	143.7	100.0	189.1	100.0
USA		18.3	27.1	24.0	16.7	36.7	19.4
EEC		23.9	35.4	70.3	48.9	87.2	46.1
Germany, Fed. Rep. of		8.0	11.8	27.8	19.3	27.1	14.3
Netherlands		6.2	9.2	15.5	10.8	25.6	13.5
France		2.0	2.9	11.5	8.0	16.9	8.9
Italy		2.6	3.8	3.6	2.5	5.7	3.0
United Kingdom		2.2	3.3	7.5	5.2	7.9	4.2
GERMANY, FEDERAL REPUBLIC OF							
To: World		32.1	100.0	61.6	100.0	85.9	100.0
USA		5.1	15.9	3.1	5.0	7.0	8.1
EEC		14.0	43.6	31.3	50.7	39.6	46.1
France		5.9	18.4	11.1	18.1	11.4	13.2
Netherlands		2.3	7.2	6.8	11.1	10.4	12.1
Italy		3.1	9.7	5.7	9.2	7.8	9.1
United Kingdom		1.2	3.7	2.6	4.2	5.7	6.6
UNITED STATES OF AMERICA							
To: World		18.2	100.0	40.8	100.0	57.5	100.0
EEC		4.1	22.3	12.2	30.0	16.8	29.3
United Kingdom		1.5	8.1	2.5	6.2	6.8	11.9
France		1.1	5.9	3.7	9.0	3.3	5.7
Canada		4.9	26.9	7.5	18.5	4.8	8.4
Japan		1.2	6.7	2.1	5.1	4.2	7.3
Mexico		1.1	5.8	2.0	4.8	3.9	6.7
Australia		0.4	2.2	2.4	6.0	2.7	4.7
AUSTRIA							
To: World		59.2	100.0
EEC		39.5	66.8
Netherlands		14.4	24.4
Germany, Fed. Rep. of		13.7	23.2
France		5.2	8.9
United Kingdom		2.3	3.9
Spain		2.4	4.1
Switzerland		2.4	4.0
USA		6.6	11.2
ITALY							
To: World		9.2	100.0	21.2	100.0	25.8	100.0
EEC		5.8	63.1	15.2	71.6	16.6	64.3
Germany, Fed. Rep. of		3.2	35.3	9.0	42.5	6.8	26.4
France		1.3	14.7	3.3	15.6	3.2	12.5
Netherlands		0.3	3.1	0.5	2.3	3.9	15.0
United Kingdom		0.5	5.5	1.0	4.9	1.4	5.2
Canada		0	0.0	0	0.0	0.7	2.7
USA		0.8	9.1	0.5	2.6	0.9	3.6

Major exporters of cinematographic cameras



Note : Austria is not included in the world totals because data were not available for the years 1970 and 1975. If included in 1980 when data were available, Austria would count for 11,7% of the world total (see Table 49).

Trade balance in exchange of cinematographic cameras

The big importing and exporting countries can be divided into two groups according to their balance in the trade of that commodity. Japan has had a surplus unmatched by any other country of the group. The Federal Republic of Germany and Italy can both be included in the group of net exporters although their surpluses have not been comparable to that of Japan.

The other group of countries, the net importers, consisted of France, United Kingdom, Spain, Canada, Netherlands and the United States of America. It is interesting to note that in 1980 Japan's positive balance of US\$169.6 million exceeded by \$64.2 million the negative balance of the five countries of this group.

Countries trading with the five main exporters

Table 52 shows that major exporters of cinematographic cameras were selling the bulk of their product to a relatively small number of countries.

Japan's trade partners in the importation of its cinematographic cameras were mostly EEC member countries and the United States of America. During the years 1970-1980, Japan was exporting over 60 per cent of the product to the above countries. The biggest individual buyer was the United States which absorbed 27.1 per cent of Japan's exports in 1970; in 1980, its share in Japan's total exports of cinematographic cameras stood at 19.4 per cent. The EEC countries as a whole, having bought 35.4 per cent of Japan's product in 1970, increased their share to 48.9 per cent in 1975 and kept it around 46 per cent in 1980. Countries in the rest of the world were taking approximately one-third of Japan's exports.

Almost half of the exports of the *Federal Republic of Germany* went to the other EEC countries, France being the biggest buyer. In 1970, France imported from the Federal Republic of Germany cinema cameras amounting to US\$5.9 million or 18.4 per cent of its exports; in 1975, the value was \$11.1 million or 18.1 per cent, and in 1980, \$11.4 million or 13.2 per cent. In 1970, the United States of America's share in the Federal Republic of Germany's exports was relatively high standing, at 15.9 per cent, while in 1980, it stood at only around 8 per cent. During that period, the rest of the world was taking 40-46 per cent of the products of the Federal Republic of Germany.

The *United States of America* exported cinematographic cameras (almost two-thirds of its total exports) to EEC countries, Canada, Japan, Mexico and Australia. The share of the EEC in the United States' exports changed from 22.3 per cent in 1970 to 30 per cent in 1975 and to 29.3 per cent in 1980. Canada alone took 26.9 per cent in 1970. The figure fell to 18.5 in 1975 and further to 8.4 per cent in 1980.

Austria's export value of cinematographic cameras in 1980 is comparable with that of the United States. In that year, two-thirds of its exports went to EEC countries, 11.2 per cent to the United States of America, and 4 per cent each to Spain and Switzerland.

Italy's main partners were the other EEC countries which absorbed almost two-thirds of its exports. In 1980, the shares of the United States and Canada were 2.7 per cent and 3.6 per cent respectively, while the rest of the world took 29.4 per cent for the same year.

5c. PHOTOGRAPHIC AND CINEMATOGRAPHIC SUPPLIES

Since different commodities are grouped under one label here, the individual 'behaviour' of these commodities will not be

uniform. Thus, for one product a country could be a net exporter, while for a number of other commodities it could, on the contrary, be a net importer. Nevertheless, the aggregate values in international exchange of this group of commodities give a picture of the general performance of a country. In this part of the report, 'photographic and cinematographic supplies' will be dealt with together as if they were one single type of commodity.

Exportation of photographic and cinematographic supplies

During the decade under review, world exports of the above products have been growing very rapidly. Exports rose from US\$892 million in 1970 to \$2,148 million in 1975 and to \$6,187 million in 1980, a seven-fold increase over 1970. Throughout the period only seven of the major exporters accounted for approximately 90 per cent of the world total (see Table 53).

The United States of America headed the list of the major exporters with US\$250 million worth of these commodities in 1970 (28 per cent of the world total), which more than doubled in 1975 (\$606 million representing 28 per cent). The subsequent increase was more important still, and in 1980 exports worth US\$1,507 million represented a 150 per cent increase over the 1975 figure. Japan's exports jumped from US\$45 million in 1970 to \$869 million in 1980, a twenty-fold increase compared with a four-fold increase for the first half of the decade, which gives an idea of the acceleration in the second half. The group Belgium-Luxembourg was a net exporter of 'supplies', mainly photographic plates and films. Exports of that group increased over six times during the decade, starting from US\$141 million export value in 1970 which topped \$861 million in 1980. Exports of the Federal Republic of Germany also registered a rise from US\$157 million in 1970 to \$753 million in 1980, which represented a 380 per cent increase over the decade. Since the growth rate was relatively moderate viewed against worldwide exports, the percentage represented by the exports of the Federal Republic of Germany kept falling (18 per cent in 1970 and 12 per cent in 1980). The United Kingdom had exported 'supplies' in increasing amounts during the decade; the value of her exports rose from around US\$113 million in 1970 to \$242 million in 1975 and \$673 million in 1980, a six-fold increase over the 1970 figures. However, as was the case with the Federal Republic of Germany, there was a fall in her share of world trade (13 per cent in 1970 and 11 per cent in 1980). France was among those main exporters which crossed the US\$500 million mark in 1980; her exports increased almost eight times during the decade, with considerable acceleration in the second half of it. In 1970, the value of her exports stood at around US\$70 million (representing 8 per cent of world exports); in 1980, her exports had risen to US\$558 million (9 per cent of the world total), just slightly ahead of the performance of the world taken as a whole. The last of the seven main exporters was the Netherlands with US\$332 million in 1980, a ten-fold increase over the 1970 figures. That corresponded to an increase of 1 per cent of the world total (4 per cent in 1970, 5 per cent in 1980).

Importation of photographic and cinematographic supplies

World imports during 1970-80 could but follow the trend of world exports: the two are linked. From US\$892 million in 1970, these imports rose to \$2,201 million in 1975 and further to \$5,855 million in 1980 (6.6 times more than in 1970). The pattern in imports of 'supplies' was similar to that of other commodities, i.e. a relatively small number of main importers (see Table 54) accounted for about 80 per cent of the world total: their imports in 1980 worth US\$4,855 million were almost seven times bigger than imports in 1970 when the value stood at \$711 million.

The list of the sixteen major importers included all the major exporting countries and another nine countries, only two of

Table 53: Major exporters of photographic and cinematographic supplies
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	249.9	28.0	605.3	28.2	1,507.0	24.3
Japan	44.6	5.0	180.3	8.4	869.0	14.0
Belgium-Luxembourg	141.1	15.8	286.7	13.3	860.9	13.9
Germany, Fed. Rep. of	156.7	17.6	339.4	15.8	753.0	12.2
United Kingdom	112.6	12.6	241.6	11.3	672.6	10.9
France	70.5	7.9	173.1	8.1	557.5	9.0
Netherlands	31.5	3.5	116.6	5.4	332.1	5.4
Subtotal for seven countries	806.9	90.4	1,943.3	90.5	5,552.1	89.7
World total	892.1	100.0	2,148.4	100.0	6,186.8	100.0

Table 54: Major importers of photographic and cinematographic supplies
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Germany, Fed. Rep. of	109.2	12.2	262.0	11.9	770.7	13.2
France	62.6	7.0	197.6	9.0	651.9	11.1
United Kingdom	52.4	5.9	151.2	6.9	552.0	9.4
USA	97.7	11.0	189.7	8.6	541.4	9.2
Italy	61.9	7.0	150.0	6.8	376.6	6.4
Netherlands	34.4	3.9	106.8	4.8	300.9	5.1
Canada	64.6	7.2	130.5	5.9	297.4	5.1
Japan	40.5	4.5	104.8	4.8	262.9	4.5
Switzerland	33.7	3.8	76.8	3.5	187.2	3.2
Belgium-Luxembourg	31.6	3.5	71.2	3.2	178.9	3.1
Sweden	37.4	4.2	76.5	3.5	160.8	2.7
Australia	24.5	2.8	63.0	2.9	142.4	2.4
Spain	16.3	1.8	55.5	2.5	125.8	2.2
Austria	14.9	1.7	43.9	2.0	110.9	1.9
Hong Kong	12.5	1.4	28.0	1.3	109.5	1.9
Brazil	16.9	1.9	45.9	2.1	85.5	1.5
Subtotal for sixteen countries	711.1	79.8	1,753.4	79.7	4,854.8	82.9
World total	891.5	100.0	2,200.8	100.0	5,854.5	100.0

which (Brazil and Hong Kong) belonging to the group of developing countries. Half of the main importers, namely the Federal Republic of Germany, France, United Kingdom, United States of America, Italy, Netherlands, Canada and Japan, accounted for 64 per cent of the world total in 1980 while the other eight (Switzerland, Belgium-Luxembourg, Sweden, Australia, Spain, Austria, Hong Kong and Brazil) came up with about 19 per cent only.

Trade balance in exchange of photographic and cinematographic supplies

The major exporting countries were also net exporters with the exception of France, with an ever widening deficit in 1975 and in 1980, of the Federal Republic of Germany which became a net importer in 1980, and of the Netherlands where a small deficit showed up in 1970 but disappeared later. The biggest surplus in trade was registered by the United States of America. That surplus kept growing during the decade, from US\$152 million in 1970 to \$416 million in 1975 and \$966 million in 1980. The group Belgium-Luxembourg had a surplus of US\$110 million in 1970, \$216 million in 1975 and \$682 million in 1980. Japan's trade

surplus in this area was growing very rapidly, especially between 1975 and 1980, increasing during that period from US\$76 million to \$606 million, i.e. some 8 times. On the other hand, the surplus in the trade of the United Kingdom was comparatively moderate due to the fact that the values of exports and imports have been very close. In 1980, the surplus of the United Kingdom was about US\$121 million, only twice as much as in 1970. Italy had an ever-growing deficit which stood at US\$26 million in 1970, \$90 million in 1975 and \$205 million in 1980. In 1980, the deficit of France was US\$94 million, that of the Federal Republic of Germany around \$18 million, representing a trade coverage of 86 per cent and 98 per cent respectively.

Countries trading with the five major exporters

United States of America

As the biggest exporter, the United States sold about 81 per cent of 'supplies' in both 1970 and 1975 to its main partners in America, Europe and Asia; in 1980, they absorbed over 85 per cent of the United States' exports (see Table 56).

The share of the EEC in the exports of the United States increased regularly, from about 33 per cent in 1970 to over 36 per

Table 55: Trade balance and the relation between exports and imports in international exchange of photographic and cinematographic supplies
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
	NET EXPORTING COUNTRIES*											
USA	249.9	97.7	+152.2	256	605.6	189.7	+415.9	319	1,507.0	541.4	+965.6	278
Belgium-Luxembourg	141.1	31.6	+109.5	447	286.7	71.2	+215.5	403	860.9	178.9	+682.0	481
Japan	44.6	40.5	+4.1	110	180.3	104.8	+75.5	172	869.0	262.9	+606.1	330
United Kingdom	112.6	52.4	+60.2	215	241.6	151.2	+90.4	160	672.6	552.0	+120.6	122
Netherlands	31.5	34.4	-2.9	92	116.6	106.8	+9.8	109	332.1	300.9	+31.2	110
	NET IMPORTING COUNTRIES*											
Italy	35.5	61.9	-26.4	57	60.2	150.0	-89.8	40	172.0	376.6	-204.6	46
France	70.5	62.6	+7.9	113	173.1	197.6	-24.5	88	557.5	651.9	-94.4	86
Germany, Fed. Rep. of	156.7	109.2	+47.5	143	339.4	262.0	+77.4	130	753.0	770.7	-17.7	98

* According to balance in 1980

cent in 1975, to reach 40 per cent in 1980. Sweden and Switzerland were taking less in relative terms; their aggregate share fell from over 8 per cent in 1970 to 5 per cent in 1980. The main partners of the United States in America included Mexico, Argentina, Brazil and Venezuela. These countries combined took 11 per cent in 1970, 7 per cent in 1975 and just over 8 per cent in 1980. Japan and Hong Kong were the main Asian partners of the United States. Their combined share was over 14 per cent in 1970 and about 15 per cent both in 1975 and in 1980.

Japan

Most of Japan's exports went to its distant partners in America and Europe. In 1970, the United States of America and Canada accounted for 48 per cent of its exports, the EEC for about 15 per cent, while its main partners in Asia and the Pacific (Australia, Hong Kong, Republic of Korea and Indonesia) absorbed only about 7 per cent. But the trend at the end of the decade was that of an increasing importance of the EEC and of its Asian and Pacific partners. In relative terms, the percentage of the United States and Canada gradually declined. In 1975, the EEC absorbed over 22 per cent, the Asian and Pacific countries 12 per cent, while the United States and Canada took about 39 per cent. Five years later, in 1980, the EEC increased its figure to over 26 per cent, the Asian and Pacific partners to over 14 per cent, while the United States and Canada accounted for 34 per cent, a five point loss over 1975. The above partners of Japan altogether accounted for 70 per cent of her exports in 1970, 74 per cent in 1975 and 75 per cent in 1980.

The main partners of *Belgium-Luxembourg* were the other European countries and the United States of America, which absorbed during the decade over 70 per cent of the exports of that group. In 1970, the EEC alone took almost half (47 per cent) and within the EEC, the Federal Republic of Germany accounted for about 20 per cent of the exports. Non-EEC European countries (Austria, Switzerland and Sweden)

absorbed about 9 per cent, and the United States nearly 16 per cent. In 1980, as well as in 1975, over 50 per cent of the exports of Belgium-Luxembourg went to the rest of the EEC, a slight improvement over 1970. The non-EEC partners' share was only 7 per cent as in 1975 and the United States just managed 16 per cent.

Federal Republic of Germany

In 1970 over 64 per cent of the Federal Republic of Germany's exports went to her main European partners. The EEC accounted for over 50 per cent (a figure close to that of the Belgium-Luxembourg group). Non-EEC countries accounted for 14 per cent and the United States for around 10 per cent. In 1980, Europe absorbed almost 69 per cent. There was a slight decline in the percentage of non-EEC countries and the United States accounted for only 6 per cent.

These partners of the Federal Republic of Germany have been sharing about 74 per cent of her exports in 1970, 73 per cent in 1975 and around 75 per cent in 1980.

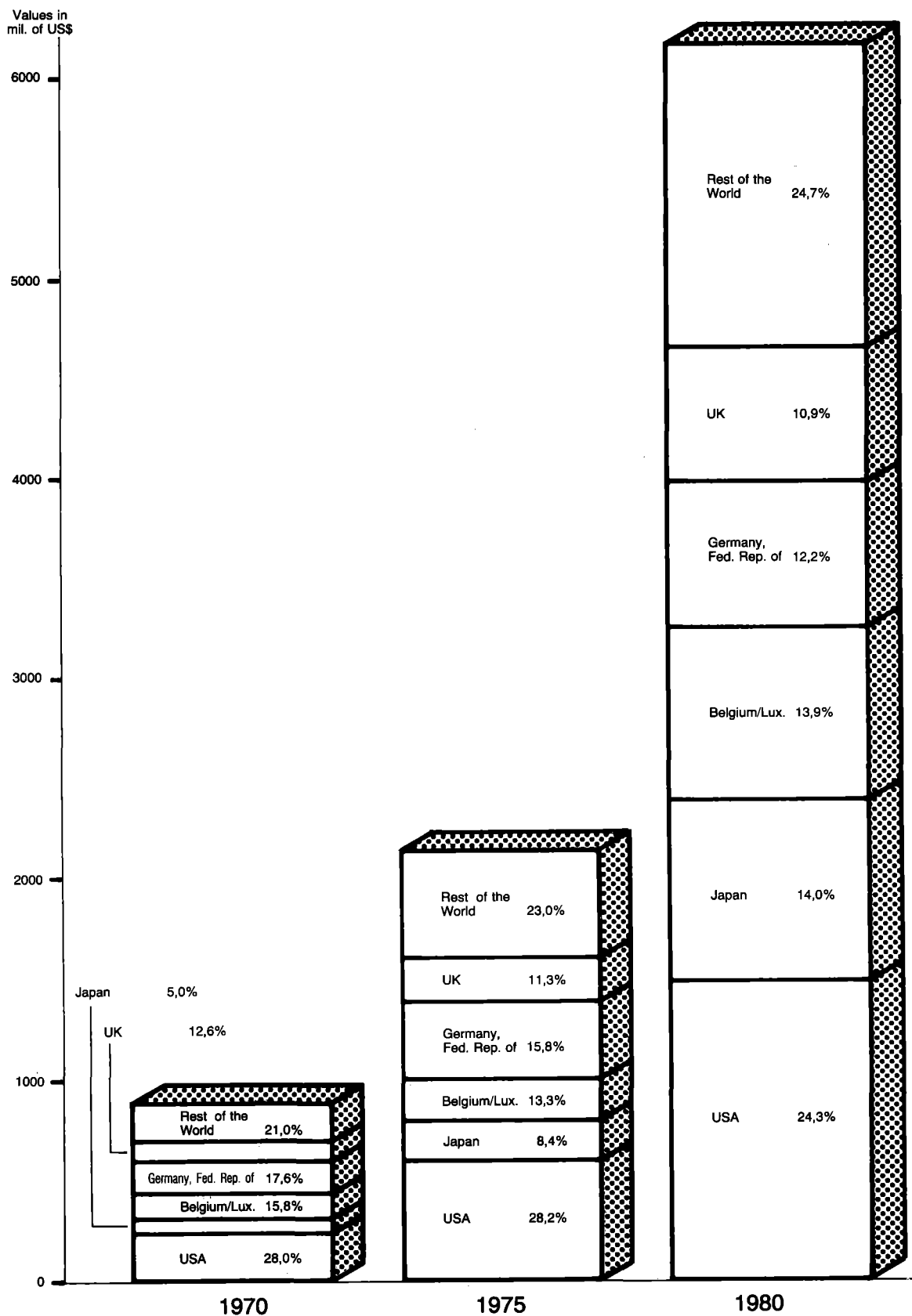
United Kingdom

British exports during the decade had been directed towards the rest of Europe, with almost 43 per cent in 1970, roughly equally divided between the EEC and the non-EEC European partners. North America (the United States and Canada) took 26 per cent and Australia just over 4 per cent. By 1980, there had been further growth in the share of Europe, mostly due to the sharp increase in exports to the EEC (56 per cent). Non-EEC partners of the United Kingdom accounted for a smaller percentage (13 per cent). Europe as a whole absorbed almost 70 per cent of British exports; North America less than 8 per cent and Australia 3 per cent. The major partners of the United Kingdom listed in Table 56 have accounted for a total of around 73 per cent of British exports in 1970 and 1975, and over 80 per cent in 1980.

Table 56: Main partner countries of the major exporters of photographic and cinematographic supplies
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
UNITED STATES OF AMERICA							
To: World		249.9	100.0	605.6	100.0	1,507.0	100.0
EEC		81.2	32.5	219.5	36.3	597.0	39.6
United Kingdom		13.7	5.5	31.9	5.3	150.2	10.0
Germany, Fed. Rep. of		28.1	11.2	71.0	11.7	140.5	9.3
France		6.6	2.6	18.5	3.1	72.8	6.2
Netherlands		10.0	4.0	29.0	4.8	92.5	6.1
Italy		13.1	5.3	40.0	6.6	63.1	4.2
Japan		29.3	11.7	78.6	13.0	187.8	12.5
Canada		28.0	11.2	62.5	10.3	143.0	9.5
United Arab Emirates		0	0.0	0.2	0.0	62.1	4.1
Australia		8.0	3.2	25.5	4.2	60.7	4.0
Mexico		11.7	4.7	16.2	2.7	51.2	3.4
Switzerland		10.6	4.2	24.1	4.0	43.2	2.9
Hong Kong		6.8	2.7	13.1	2.2	34.2	2.3
Sweden		9.9	4.0	23.1	3.8	31.1	2.1
Argentina		4.9	2.0	6.8	1.1	25.3	1.7
Venezuela		4.0	1.6	6.3	1.0	24.4	1.6
Brazil		7.1	2.8	14.0	2.3	24.3	1.6
JAPAN							
To: World		44.6	100.0	180.3	100.0	869.0	100.0
USA		16.1	44.6	62.8	34.8	256.0	29.5
EEC		6.8	15.2	40.6	22.5	230.4	26.5
Germany, Fed. Rep. of		3.3	7.4	20.3	11.3	88.4	10.2
United Kingdom		0.9	2.0	5.6	3.1	48.3	5.6
France		0.9	2.0	6.1	3.4	43.9	5.1
Korea, Republic of		0.3	0.7	5.1	2.8	46.5	5.4
Canada		1.3	2.9	7.8	4.3	43.2	5.0
Indonesia		0.6	1.3	9.2	5.1	31.8	3.7
Australia		0.6	1.3	2.6	1.4	23.4	2.7
Hong Kong		1.8	4.0	4.8	2.7	21.8	2.5
BELGIUM-LUXEMBOURG							
To: World		141.1	100.0	286.7	100.0	860.9	100.0
EEC		66.6	47.2	144.5	50.4	435.6	50.6
Germany, Fed. Rep. of		28.1	19.9	54.6	19.0	127.7	14.8
France		12.5	8.9	35.9	12.5	110.7	12.9
United Kingdom		8.1	5.7	16.0	5.6	75.2	8.7
Netherlands		5.9	4.2	15.1	5.3	51.3	6.0
Italy		8.6	6.1	15.0	5.2	45.8	5.3
USA		22.0	15.6	39.8	13.9	139.3	16.2
Sweden		7.0	5.0	10.1	3.5	22.0	2.6
Austria		2.0	1.4	5.9	2.1	19.4	2.5
Switzerland		3.3	2.3	5.0	1.7	17.8	2.1
GERMANY, FEDERAL REPUBLIC OF							
To: World		156.7	100.0	339.4	100.0	753.0	100.0
EEC		79.0	50.4	177.1	52.2	418.8	55.6
France		19.8	12.6	54.9	16.2	125.7	16.7
United Kingdom		9.2	5.9	24.2	7.1	82.7	11.0
Italy		16.5	10.5	33.6	9.9	74.5	9.9
Netherlands		12.1	7.7	30.5	9.0	67.6	9.0
Belgium-Luxembourg		15.1	9.6	20.6	6.1	39.2	5.2
USA		15.0	9.6	22.9	6.7	45.4	6.0
Switzerland		7.2	4.6	12.8	3.8	36.0	4.8
Austria		5.8	3.7	14.3	4.2	25.6	3.4
Sweden		5.4	3.4	12.0	3.5	20.0	2.7
Nigeria		0.8	0.5	2.0	0.6	16.2	2.2
Spain		3.5	2.2	9.6	2.8	16.0	2.1
UNITED KINGDOM							
To: World		112.6	100.0	241.6	100.0	672.6	100.0
EEC		24.2	21.5	72.4	30.0	380.3	56.5
France		3.4	3.0	16.1	6.7	119.7	17.8
Germany, Fed. Rep. of		4.7	4.2	15.7	6.5	100.8	15.0
Italy		3.3	2.9	10.0	4.1	66.1	9.8
Netherlands		3.4	3.0	10.4	4.3	44.5	6.6
USA		14.0	12.4	19.3	8.0	36.5	5.4
Spain		2.6	2.3	14.2	5.9	29.6	4.4
Switzerland		8.0	7.1	17.0	7.0	27.2	4.0
Australia		5.1	4.5	12.4	5.1	20.3	3.0
Sweden		9.1	8.1	13.0	5.4	19.5	2.9
Austria		4.1	3.6	10.0	4.1	15.5	2.3
Canada		15.2	13.5	19.4	8.0	14.6	2.2

Major exporters of photographic and cinematographic supplies



E. CATEGORY 6 - RADIO AND TELEVISION

Two groups of goods are included in this category:

6a. *Television receivers.* Television receivers, whether or not combined with gramophone or radio.

6b. *Radio receivers.* Radio receivers, whether or not combined with gramophones.

6a. TELEVISION RECEIVERS

Exportation of television receivers

During the 1970s, world exports of television receivers increased over six times. These exports increased from US\$825 million in 1970 to \$5,450 million in 1980.

The twelve major exporters of television receivers (see Table 57) accounted for 91 per cent of the world total in 1970 and nearly 95 per cent in 1980. In 1970, Japan accounted for nearly half (47 per cent) of the world total. In 1980, the proportion had fallen to one-third only, but in absolute values Japan had multiplied 4.5 times its exports of 1970, which were already relatively very high. The other members of the 'group of twelve', starting with a lower base, could afford themselves a higher growth rate in their exports, which explains that Japan, despite its praiseworthy efforts, could not hold the position it held in 1970, i.e. exporting as much as all the other countries together. The Federal Republic of Germany was one of the group of twelve: her exports increased almost ten times between 1970 and 1980 (from US\$112 million to \$1,104 million). The Federal Republic of Germany's share of world exports grew from 13.6 per cent in 1970 to 20.3 per cent in 1980. The United States of America appeared to be a moderate performer viewed against the others. Its exports stood at US\$57 million in 1970 representing 7 per cent of the world total. In 1980, that share increased slightly (8 per cent). It is worth noting that Japan, the Federal Republic of Germany and the United States taken together accounted for 67 per cent of the world total in 1970 and 60 per cent in 1980.

Belgium-Luxembourg exported television receivers valued at US\$47.9 million in 1970, i.e. approximately 6 per cent of the world total for both years. Italy's exports grew from US\$65.5 million in 1970 to \$174.8 million in 1980 but her share of the world total during that period declined from about 8 per cent to just over 3 per cent. The United Kingdom increased her exports

over nine times between 1970 and 1975, going from US\$16.7 million to \$152 million, and witnessed a corresponding increase from 2 per cent to over 6 per cent of the world total. During the next five-year period, the growth in export value was weak - a mere 12 per cent, which was reflected by a plunge in her share of the world total to about 3 per cent. Austria, Finland and Sweden, starting with different values and percentages of the world total in 1970, stood nearly abreast in 1980, with around 2 per cent each. Two non-European members of the group of twelve, namely the Republic of Korea and Singapore, emerged among the major exporters in the second half of the decade. Exports of the Republic of Korea valued at US\$31.4 million in 1975 represented only 1.3 per cent of the world total. By 1980, these exports rose to US\$420 million, almost 8 per cent. Exports of Singapore stood at US\$55.1 million in 1975 (2.3 per cent of the world total); in 1980, the value was \$264.8 million (4.9 per cent).

Importation of television receivers

World imports of television receivers, which are the counterpart of world exports, have grown from US\$751 million in 1970 to \$4,753.4 million in 1980 (6.3 times). Imports are usually distributed among numerous countries; nevertheless thirteen major importers (see Table 58) accounted for about 75 per cent of the world total in 1970 and around 71 per cent both in 1975 and in 1980.

The United States of America headed the list of the major importing countries with US\$314.6 million dollars or close to 42 per cent of the world total in 1970; five years later the value stood at \$420.4 million (17 per cent of the world total), and by 1980, the import value had increased to \$691.1 million, but in terms of world total that value represented only 14.5 per cent. Italy's imports during the decade increased from US\$10.3 million (only 1.4 per cent of the world total) to \$56.8 million (2.3 per cent) and then jumped to \$501.3 million (10.5 per cent), which placed Italy in second position after the United States of America. The Federal Republic of Germany maintained approximately the same percentage of the world total throughout the decade (about 9 per cent) though in terms of value, a considerable upward trend had developed: US\$64.6 million in 1970, \$219.6 million in 1975 and \$427.4 million in 1980. In 1975, the Netherlands were second only to the United States accounting for 10.3 per cent of the world total. By 1980, however, the share

Table 57: Major exporters of television receivers
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	383.9	46.5	783.7	33.1	1,742.7	31.7
Germany, Fed. Rep. of	111.8	13.6	436.5	18.5	1,103.9	20.3
USA	56.9	6.9	175.7	7.4	441.6	8.1
Korea, Republic of	0	0.0	31.4	1.3	420.0	7.7
Belgium-Luxembourg	47.9	5.8	175.7	7.4	307.0	5.6
Singapore	0	0.0	55.1	2.3	264.8	4.9
Netherlands	213.3	3.9
Italy	65.5	7.9	164.1	6.9	174.8	3.2
United Kingdom	16.7	2.0	152.1	6.4	170.4	3.1
Finland	10.4	1.3	53.3	2.3	118.6	2.2
Austria	31.0	3.8	118.5	5.0	116.2	2.1
Sweden	26.0	3.2	70.1	3.0	111.0	2.0
Subtotal for twelve countries	750.5	91.0	2,216.2	93.7	5,166.3	94.8
World total	824.8	100.0	2,365.2	100.0	5,449.6	100.0

of the Netherlands had fallen to 7.4 per cent, despite an increase in value from US\$254.1 million in 1975 to \$351.3 million in 1980. In that year, the Netherlands had lost its second place to Italy. France had been importing television receivers in increasing amounts: in 1970 the import value of US\$19.6 million represented 2.6 per cent of the world total; in 1975 the figures were \$98.9 million (4 per cent of the world total) and by 1980 they had jumped to \$246.4 million (representing 5.2 per cent of the world total). British imports during the decade increased nine times in terms of value, from US\$27 million in 1970 to \$147.2 million in 1975 and further to \$243.3 million in 1980, the corresponding shares of the world total being 3.6 per cent, 6 per cent and 5.1 per cent respectively.

The list of the major importers also includes non-European countries. Australia, for example, accounted for almost 10 per cent of world imports in 1975 with a value of US\$245.8 million, coming third after the United States and the Netherlands in that year. In 1970 and 1980, Australia's imports were not as impressive compared with those for 1975. Canada imported television receivers valued at US\$40.4 million in 1970, \$100 million in 1975 and \$156.5 million in 1980, corresponding to 5.4, 4 and 3.3 per cent of the world total for those years.

Among the developing countries in the list of main importers, Saudi Arabia stood first in 1980 with imports valued at US\$196 million (4.1 per cent of the world total). Hong Kong came next with US\$180.2 million (3.8 per cent). Venezuela with US\$177.3 million accounted for 3.7 per cent, and Argentina had \$160.5 million or 3.4 per cent of the world total. It should be noted here that Hong Kong's imports, mainly from Japan, are not all for domestic consumption, but for re-export, especially to tourists, at an advantageous price.

Trade balance in television receivers

Japan, with practically insignificant imports compared to her huge exports, has been the biggest net exporter throughout the decade. Her trade surplus in television receivers, which doubled between 1970 and 1975, from US\$384 million to \$774 million respectively, accelerated further and reached \$1,719 million in 1980. Japan's surplus was in that year US\$374 million larger than the surpluses of other net exporters put together. Those

included the Federal Republic of Germany, the Republic of Korea, Singapore, Finland and Sweden. The Federal Republic of Germany's surplus had grown substantially due to a more rapid increase in her exports. In 1970, the positive balance in her trade stood at US\$47.2 million, in 1975 it rose to \$216.9 million and in 1980 it reached \$1,103.9 million, i.e. over 14 times the figure for 1970. The Republic of Korea exported in growing amounts between 1975 and 1980, during which period her surplus had increased from US\$21.3 million to \$410 million, while her imports had remained at around the \$10 million level and her exports had been multiplied over 13 times. Exports by Singapore in 1975 and in 1980 had grown more rapidly than her imports, with as a consequence a surplus which equalled US\$23 million in 1975 and \$176.1 million in 1980. Against this background Finland's performance appeared moderate: its surplus stood at US\$6.8 million in 1970, \$33.5 million in 1975 and \$79.4 million in 1980. Sweden actually was a net importer both in 1970 and in 1975. It was only in 1980 that a positive balance of US\$2.5 million showed up. Contrary to Sweden, Italy had a trade surplus in both 1970 and 1975, amounting to US\$55.2 and \$107.3 million respectively, but in 1980 her exports fell to around one-third of her imports, thus creating a negative balance of \$326.5 million.

Throughout the decade, the United States of America had more imports than exports, but the deficit stood at approximately the same level, with increasing values of exports as well as of imports. The negative balance in the trade of the United States was US\$257.7 million in 1970, \$244.7 million in 1975 and \$249.5 million in 1980. France, with much smaller figures, was a net importer during the decade: her deficit stood at US\$12.6 million in 1970, rose to \$70.9 million in 1975 and increased further to \$203.5 million in 1980. The United Kingdom had a deficit of US\$10.3 million in 1970 and \$73.1 million in 1980. Austria had a surplus in both 1970 and 1975 when figures stood at US\$11.6 million and \$64.8 million respectively. In 1980, a deficit of US\$5.3 million had transferred her to the group of net importers. Hong Kong's growing imports widened her negative balance from US\$13.8 million in 1970 to \$27.5 million in 1975 and \$168.2 million in 1980. As has been remarked earlier on, Hong Kong's resale of these goods to tourists, in the form of 'invisible' re-exportations, may point to a growing demand, which is not that of the domestic market alone.

Table 58: Major importers of television receivers
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	314.6	41.9	420.4	17.0	691.1	14.5
Italy	10.3	1.4	56.8	2.3	501.3	10.5
Germany, Fed. Rep. of	64.6	8.6	219.6	8.9	427.4	9.0
Netherlands	254.1	10.3	351.3	7.4
Switzerland	62.2	8.3	160.4	6.5
France	19.6	2.6	98.9	4.0	246.4	5.2
United Kingdom	27.0	3.6	147.2	6.0	243.5	5.1
Saudi Arabia	16.1	0.7	196.0	4.1
Hong Kong	21.6	2.9	35.1	1.4	180.2	3.8
Venezuela	0.8	0.1	2.6	0.1	177.3	3.7
Argentina	0.4	0.1	0.0	0.0	160.5	3.4
Canada	40.4	5.4	100.0	4.0	156.6	3.3
Australia	0.9	0.1	245.8	9.9	64.7	1.4
Subtotal for thirteen countries	562.4	75.0	1,757.0	71.0	3,396.3	71.4
World total	751.0	100.0	2,473.4	100.0	4,753.4	100.0

Table 59: Trade balance and the relation between exports and imports in international exchange of television receivers
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES*												
Japan	383.9	0.2	+383.7	**	783.7	10.0	+773.7	7,837	1,724.7	5.8	+1,718.9	**
Germany, Fed. Rep. of	111.8	64.6	+47.2	173	436.5	219.6	+216.9	199	1,103.9	427.4	+676.5	258
Korea, Republic of	0	2.9	-2.9	0	31.4	10.1	+21.3	311	420.0	10.0	+410.0	4,200
Singapore	0	6.3	-6.3	0	55.1	32.1	+23.0	172	264.8	88.7	+176.1	299
Finland	16.4	3.6	+6.8	289	53.3	19.8	+33.5	269	118.6	39.2	+79.4	303
Sweden	26.3	42.9	-16.6	61	70.1	96.7	-26.6	72	111.0	108.5	+2.5	102
NET IMPORTING COUNTRIES*												
Italy	65.5	10.3	+55.2	636	164.1	56.8	+107.3	289	174.8	501.3	-326.5	35
USA	56.9	314.6	-257.7	18	175.7	420.4	-244.7	42	441.6	691.6	-249.5	64
France	7.0	19.6	-12.6	36	28.0	98.9	-70.9	28	42.9	246.4	-203.5	17
Hong Kong	7.8	21.6	-13.8	36	7.6	35.1	-27.5	22	12.0	180.2	-168.2	7
United Kingdom	16.7	27.0	-10.3	62	152.1	147.2	+4.9	103	170.4	243.5	-73.1	70
Austria	31.0	19.4	+11.6	160	118.5	53.7	+64.8	221	116.2	121.5	-5.3	96

* According to balance in 1980

** Not applicable - import figure so small compared to export figure

Countries trading with the five major exporters

Japan

The major partners of Japan listed in Table 60 took about 84 per cent of its exports in 1970, 78 per cent in 1975 and 59 per cent in 1980. In 1970, three-quarters of Japan's exports went to two countries in North America: the United States and Canada. In 1975, the share of these two countries fell to around 40 per cent and the trend continued through to 1980 when the percentage dropped to about 16. The EEC (represented mainly by three countries: the Federal Republic of Germany, France and the United Kingdom) accounted for only 5.5 per cent of Japan's exports in 1970. By 1975 a rapid increase of these exports to the EEC had raised that figure to 15 per cent, thereby achieving some stability, for in 1980 it was around 14 per cent. The main partners of Japan in Asia included Hong Kong and Singapore. Asian countries shared only 2.7 per cent of Japan's exports in 1970. In 1980, there was a substantial increase to 7.5 per cent. Another individual major partner was Australia, which in 1975 absorbed 16.8 per cent of these 'Asian' exports. In 1980 however, that percentage had fallen to 3.4. The Arab partners of Japan in that trade included Saudi Arabia, the Libyan Arab Jamahiriya and Egypt. These three countries taken together had shared less than 1 per cent of Japan's exports in 1970 but five years later they accounted for four times more and in 1980, 15 times more.

Federal Republic of Germany

During the last decade most of the exports of the Federal Republic of Germany had gone to her European partners in the EEC as well as to Switzerland and Austria. In 1970, 69 per cent went to these countries (EEC 47 per cent, non-EEC 22 per cent). In 1980, nearly 75 per cent went to them (EEC 63 per cent, non-EEC 12 per cent) revealing some further shift towards the EEC partners to the detriment of the non-EEC ones. Australia absorbed 8 per cent of the Federal Republic of Germany's exports in 1975. In 1970 and in 1980, Australia imported a negligible quantity. The Netherlands, among the EEC partners of the Federal Republic of Germany, accounted

in 1970 for a high percentage of these exports, i.e. 27 per cent of the value exported to these countries. Italy accounted for around 8 per cent. In 1980, Italy's share had expanded to 34 per cent, and the Netherlands in that year accounted for only 8.6 per cent.

United States of America

In 1970, the bulk of the United States' exports went to countries in America (Mexico 46.2 per cent, Canada 33.4 per cent). In 1975 Mexico took 60.6 per cent, Canada 22.2 per cent and Venezuela 8.5 per cent. In 1980 Mexico was down to 27.6 per cent, Canada 14.6 per cent, while Venezuela was up to 24.8 per cent and Argentina 6.6 per cent. These four main American partners absorbed about 83 per cent of the United States' exports in 1970, over 91 per cent in 1975 but only about 74 per cent in 1980.

Republic of Korea

In 1975, the Republic of Korea had exports worth US\$31.4 million. Sixty per cent of her television receivers went to the United States of America, around 11 per cent to Canada and about 3 per cent to the Federal Republic of Germany. These three countries thus absorbed 75 per cent of her exports in 1975. In 1980, the United States was still the main outlet of the Republic of Korea (44 per cent) while the EEC countries had almost 9 per cent, and Canada as well as Hong Kong and the United Arab Emirates took about 5 per cent each.

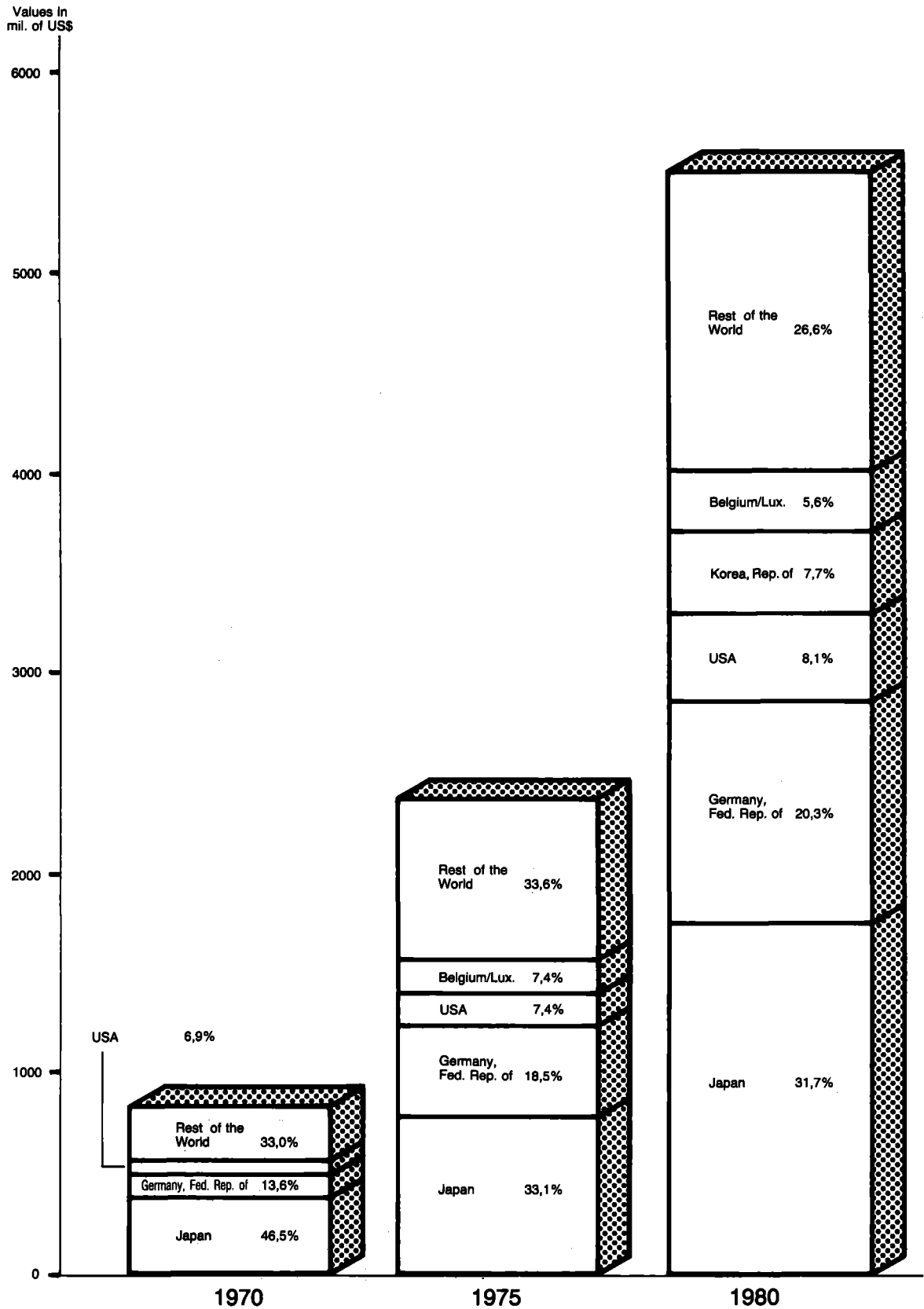
Belgium-Luxembourg

The other EEC members and Switzerland absorbed 98.5 per cent of the group's exports, which shows the strong European bias of these exports. The Netherlands outdistanced the other EEC partners of the group in their absorptive capacity of the group's products (65 per cent in 1970 followed by France trailing far behind with 11 per cent). In 1980, the other EEC members accounted for 71 per cent of the total exports of Belgium-Luxembourg, Switzerland's share having declined to about 12 per cent. The main European partners absorbed about 83 per cent of the group's exports, which is still the lion's share, despite a scale-down from the 98.5 per cent of 1970.

Table 60: Main partner countries of the major exporters of television receivers
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		383.9	100.0	783.7	100.0	1,724.7	100.0
USA		267.1	69.6	258.5	33.0	228.5	13.2
EEC		21.0	5.5	115.6	14.8	239.8	13.9
Germany, Fed. Rep. of		14.0	3.6	38.4	4.9	116.7	6.8
United Kingdom		4.5	1.2	49.4	6.3	71.9	4.2
France		1.0	0.3	9.1	1.2	27.1	1.6
Saudi Arabia		0.9	0.2	15.5	2.0	140.3	8.1
Hong Kong		7.5	2.0	15.1	1.9	85.9	5.0
Libyan Arab Jamahiriya		2.1	0.5	10.5	1.3	73.5	4.3
Argentina		0.3	0.1	0	0.0	64.6	3.7
Australia		0.1	0.0	131.3	16.8	57.9	3.4
Egypt		0.1	0.0	4.4	0.6	46.8	2.7
Singapore		2.8	0.7	9.0	1.1	43.8	2.5
Canada		20.2	5.3	51.6	6.6	43.3	2.5
GERMANY, FEDERAL REPUBLIC OF							
To: World		111.8	100.0	436.5	100.0	1,103.9	100.0
EEC		52.4	46.9	227.6	52.1	691.2	62.6
Italy		9.1	8.1	49.8	11.4	370.5	33.6
Netherlands		29.7	26.6	95.9	22.0	94.4	8.6
France		3.7	3.3	18.0	4.1	88.5	8.0
Belgium		4.7	4.2	49.6	11.4	78.5	7.1
Switzerland		21.7	19.4	35.8	8.2	70.4	6.4
Austria		3.4	3.0	16.7	3.8	63.4	5.7
Argentina		0.5	0.4	0	0.0	39.8	3.6
Israel		3.3	3.0	0.7	0.2	34.5	3.1
Australia		0	0.0	35.5	8.1	0.6	0.0
UNITED STATES OF AMERICA							
To: World		56.9	100.0	175.7	100.0	441.6	100.0
Mexico		26.3	46.2	106.5	60.6	121.8	27.6
Venezuela		1.6	2.8	1.5	0.8	109.7	24.8
Canada		19.0	33.4	39.0	22.2	64.4	14.6
Argentina		0.1	0.2	0.2	0.1	29.1	6.6
REPUBLIC OF KOREA							
To: World		0	0.0	31.4	100.0	420.0	100.0
USA				18.9	60.2	186.2	44.3
EEC				1.3	4.1	36.9	8.9
Germany, Fed. Rep. of				0.9	2.9	22.6	5.4
Hong Kong				0	0.0	22.3	5.3
Canada				3.4	10.8	21.8	5.2
United Arab Emirates				0	0.0	19.8	4.7
Chile				0	0.0	14.1	3.4
Egypt				0	0.0	11.4	2.7
BELGIUM-LUXEMBOURG							
To: World		47.9	100.0	175.7	100.0	307.0	100.0
EEC		39.1	81.6	138.2	78.7	217.9	71.0
Netherlands		31.2	65.1	68.4	38.9	87.3	28.4
France		5.2	10.9	34.6	19.7	58.0	18.9
Germany, Fed. Rep. of		2.1	4.4	26.7	15.2	26.2	8.5
United Kingdom		0	0.0	0.1	0.1	21.0	6.8
Italy		0.6	1.2	8.3	4.7	20.3	6.6
Switzerland		8.1	16.9	30.7	17.5	36.1	11.8

Major exporters of television receivers



6b. RADIO RECEIVERS

Exportation of radio receivers

World export values of radio receivers during the decade more than doubled every five years: US\$1,121.8 million in 1970, \$2,649.4 million in 1975 and \$5,959.3 million in 1980. Seven among the major exporters (see Table 61) accounted for 88 per cent of the world total in 1970, 86 per cent in 1975 and roughly 89 per cent in 1980.

Japan outdistanced the other major exporting countries throughout the decade. With US\$695 million in 1970, Japan took 62 per cent of the world total; in 1975 her export value increased to \$1,325.4 million and in 1980 it reached \$3,008.9 million, while her share of world exports stood at around 50 per cent, relatively lower than in 1970 in view of the increasing importance of other competitors. These included Hong Kong, Singapore and the Republic of Korea, with export values growing faster between 1975 and 1980. Hong Kong exported radio receivers valued at US\$94.1 million in 1970 (representing 8.4 per cent of world exports), \$279.6 million in 1975 (10.6 per cent), and \$793.7 million in 1980 (13.3 per cent). Singapore's starting base was comparatively small at US\$8.1 million in 1970 (representing less than 1 per cent of the world total). Its exports increased to US\$95.4 million in 1975 (3.6 per cent of the world total), and to \$643.6 million in 1980, representing over 10 per cent of the world total. The Republic of Korea followed in general the same trend as Singapore but with approximately half its figures.

The list of the major exporters of radio receivers includes three European countries, namely Federal Republic of Germany, Netherlands and the group Belgium-Luxembourg. The Federal Republic of Germany was second only to Japan in 1970 with US\$107.9 million worth of exports, representing about 10 per cent of the world total. In 1975 it fell to third position, having been overtaken by Hong Kong. Five years later, Singapore had also overtaken the Federal Republic which stood abreast with the Republic of Korea, both accounting for approximately 5 per cent of the world total. In absolute terms the value of the exports of the Federal Republic had increased from US\$232 million in 1975 to \$284 million in 1980, representing a 22 per cent increase. In 1970 the Netherlands exported radios valued at US\$47.5 million (4.2 per cent of the world total) and by 1975 the value had more than quadrupled to reach \$197.6 million, representing 7.4 per cent of the world total. By 1980 a sharp decline in export value had cut her world percentage down to 1.5. Belgium-Luxembourg as a group performed rather moderately: in 1970 the export value stood at US\$31.8 million (2.8 per cent of the world total); in 1975 the value went up to \$100.6 million (3.8 per cent of that total), and in 1980 the \$172.3 million worth of exports represented only 2.9 per cent of world exports.

Importation of radio receivers

As with other cultural goods, countries importing radio receivers are far more numerous than those producing and exporting them. The world total for imports of radio receivers has been growing rapidly during the 1970s. In 1970 world imports stood at US\$1,047.1 million; in 1975 at \$2,491.5 million (registering a 138 per cent increase); in 1980 the figure went up to \$5,848 million (5.6 times the figure for 1970).

The eleven major importing countries listed in Table 62 accounted for over 82 per cent of the world total in 1970, 72 per cent in 1975 and 78 per cent in 1980. The list is headed by the United States of America which in 1970 imported for US\$479.2 million representing 45.8 per cent of the world total; in 1975 the import value increased to \$661 million, and further to \$1,679.7 million in 1980, corresponding respectively to 26.5 per cent and 28.7 per cent of the world total. Despite that drop in percentage since 1970, the United States was still far ahead of the other countries of the group of eleven. The Federal Republic of Germany imported radio receivers valued at US\$61.6 million in 1970 (about 6 per cent of the world total), \$304 million in 1975 (12.2 per cent) and \$619.7 million in 1980 (10.6 per cent). The United Kingdom also increased her imports of the goods: US\$32.5 million in 1970, \$175.7 million in 1975 and \$436.6 million in 1980, the corresponding percentages of the world total being 3.1, 7.1 and 7.5 respectively.

In 1970 and 1975, France was close to the United Kingdom in terms of value of imports (2.7 per cent in 1970 and 7.1 per cent in 1975 of the world total). In 1980, however, France lagged behind the United Kingdom (US\$355.5 million representing 6.1 per cent against the United Kingdom's 7.5 per cent of the world total). Switzerland imported radio receivers valued at US\$294.8 million in 1980 (for previous years the data were not available) representing 5 per cent of the world total. Imports of the Netherlands were initially comparatively high but the rate of growth fell far behind that of the world average, hence her declining shares in the world total. In 1970 the value of US\$149.7 million represented 14.3 per cent of that total. In 1975 and 1980, the figures were US\$178.3 million (7.2 per cent) and \$210.1 million (3.6 per cent) respectively.

The two other major European importers were Italy and Spain. Imports by Italy grew almost 13 times during the decade (from US\$15.3 million in 1970 to \$193.8 million in 1980) representing over a two-fold increase. Spain started very low in 1970 with imports valued at US\$5.2 million. In 1975 they had increased to \$28.5 million and in 1980 to \$142.8 million (2.5 per cent of the world total), i.e. double the increase registered by Italy over the same period.

Singapore and Hong Kong were both in the lists of main importers and of major exporters. During the decade imports of Singapore rose 15 times, from US\$15.2 million in 1970 to \$229.4 million in 1980 (from 1.5 to 3.9 per cent of the world total). In

Table 61: Major exporters of radio receivers
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
Japan	695.0	62.0	1,325.4	50.0	3,008.9	50.5
Hong Kong	94.1	8.4	279.6	10.6	793.7	13.3
Singapore	8.1	0.7	95.4	3.6	643.6	10.8
Korea, Republic of	4.6	0.4	50.4	1.9	286.1	4.8
Germany, Fed. Rep. of	107.9	9.6	232.7	8.8	283.7	4.8
Belgium-Luxembourg	31.8	2.8	100.6	3.8	172.3	2.9
Netherlands	47.5	4.2	197.6	7.4	91.6	1.5
Subtotal for seven countries	989.0	88.1	2,281.7	86.1	5,279.9	88.6
World total	1,121.8	100.0	2,649.4	100.0	5,959.3	100.0

1970 Hong Kong imported products valued at US\$37.2 million; in 1975 the value rose to \$72.4 million, and in 1980 with an import value of \$214.8 million Hong Kong's share in the world imports stood at 3.7 per cent. Canada's imports in 1970 stood at US\$38.8 million; in 1975 the value increased to \$92.6 million and further to \$195.4 million in 1980, representing 3.7 per cent for both 1970 and 1975, and 3.3 per cent for 1980 of the world total.

Trade balance in exchange of radio receivers

In 1980 the list of net exporters of radio receivers included Japan, Hong Kong, Singapore, Republic of Korea and Belgium-Luxembourg. Japan's surplus in the trade comes as no surprise considering its rocketing exports. The favourable trade balance of Japan which was US\$693.3 million in 1970 rose to \$1,303.7 million in 1975 and swelled up to \$2,931.2 million in 1980.

Hong Kong had a growing surplus alongside substantial increases of both exports and imports: in 1970 the positive balance stood at US\$56.9 million, in 1975 \$207.2 million and in 1980 \$578.9 million. Singapore was a net importer in 1970 with an unfavourable balance of US\$7.1 million. By 1975, from a net importer Singapore had become a net exporter. The surplus of US\$37.4 million in 1975 rose to \$414.2 million in 1980. The Republic of Korea moved from a tiny surplus of US\$1.1 million in 1970 to one of \$40 million in 1975 and to another of \$240.6 million in 1980, a six-fold increase over five years.

Belgium-Luxembourg had a favourable balance of moderate size in 1970 (US\$14.8 million). In 1975 the surplus had increased to US\$37.9 million and in 1980 to \$52.7 million. The United States of America topped the list of the net importers with an ever-widening deficit during the decade. In 1970 that deficit stood at US\$458.3 million, in 1975 it had increased to \$623.6 million and in 1980 it had reached \$1,589 million. The United Kingdom's deficit grew from US\$22.8 million in 1970 to \$147.8 million in 1975 and to \$370.7 million in 1980. The Federal Republic of Germany was a net exporter in 1970 with a surplus of US\$46.3 million. By 1975 it had become a net importer with a deficit amounting to 71.3 million. In 1980 the deficit had grown to \$336 million. France had a relatively small deficit of US\$13 million in 1970. In 1975 it was ten times bigger (US\$130.6 million) and in 1980 had jumped to \$273.3 million. Italy started the decade (1970) with a surplus of US\$2 million. In 1975 she had moved into a deficit of US\$15.7 million which swelled to \$162.8 million in 1980, a ten-fold increase. During that decade the Netherlands was a net importer with deficits of US\$102.2 million and \$118.5 million in 1970 and 1980 respectively. In 1975, however, there was a surplus of US\$19.3 million.

Countries trading with the five major exporters of radio receivers

Japan

The major partners of Japan during the decade were the United States of America and Canada as a North American group, Western Europe, Asia and the Pacific (Hong Kong, Singapore, Australia) and the following Arab countries as a group: Saudi Arabia, Kuwait, Libya and the United Arab Emirates.

The countries listed above absorbed about 80 per cent of Japan's exports throughout the decade. For 1980 alone the value was over US\$2,400 million. The following trend manifested itself clearly: the share of the United States and Canada kept dropping while that of the EEC kept rising and more than doubled itself, while Asia and the Pacific as well as the above-mentioned Arab countries also increased their share. In 1970 the United States and Canada took 61.4 per cent of Japan's exports compared with Western Europe's 12.3 per cent. By 1975 the two groups were closing the gap with 32.5 per cent going to the United States and Canada, and 27.5 per cent to the European partners. In 1980 the shares stood at 28.9 per cent and 25.5 per cent respectively. The Arab countries accounted for 2.3 per cent in 1970, 10.3 per cent in 1975 and 11.1 per cent in 1980. Asia and the Pacific took 3.8 per cent in 1970, 7.4 per cent in 1975 and 12.4 per cent in 1980. Nigeria, the country of Africa with the largest population, took 2.7 per cent in 1975 and 2.5 per cent in 1980.

Hong Kong

In general the trend in trade of Hong Kong was similar to that of Japan, with the share of North America declining and that of Europe increasing. The United States and Canada accounted for 66.4 per cent of Hong Kong's exports in 1970, compared with Europe's 20.2 per cent. In 1975 the proportion was 45.3 per cent against 31.9 per cent. By 1980 Europe had overtaken the United States and Canada, and the percentages were 38.3 and 32.6 respectively.

Singapore

In 1970 the United States of America alone absorbed nearly 57 per cent of Singapore's exports, the EEC countries sharing around 14 per cent and the partners in Asia (Hong Kong and Malaysia) accounting for 16 per cent. These countries altogether absorbed over 86 per cent of Singapore's exports in 1970. In 1975 the share of the United States had dropped to 40 per cent, that of the EEC had increased to 35 per cent, with Asia accounting for around 5 per cent and Nigeria 1 per cent, adding up to 81 per cent combined with 86 per cent five years earlier. In

Table 62: Major importers of radio receivers
(Values in millions of US dollars; percentage as of world total)

Countries	1970		1975		1980	
	Value	%	Value	%	Value	%
USA	479.2	45.8	661.0	26.5	1,679.7	28.7
Germany, Fed. Rep. of	61.6	5.9	304.0	12.2	619.7	10.6
United Kingdom	32.5	3.1	175.7	7.1	436.6	7.5
France	27.9	2.7	176.1	7.1	355.5	6.1
Switzerland	294.8	5.0
Singapore	15.2	1.5	58.0	2.3	229.4	3.9
Hong Kong	37.2	3.4	72.4	2.9	214.8	3.7
Netherlands	149.7	14.3	178.3	7.2	210.1	3.6
Canada	38.8	3.7	92.6	3.7	195.4	3.3
Italy	15.3	1.5	43.2	1.7	193.8	3.3
Spain	5.2	0.5	28.5	1.1	142.8	2.5
Subtotal for eleven countries	862.6	82.4	1,789.8	71.8	4,572.6	78.2
World total	1,047.1	100.0	2,491.5	100.0	5,848.0	100.0

**Table 63: Trade balance and the relation between exports and imports
in international exchange of radio receivers**
(Values in millions of US dollars; percentage: exports to imports)

Countries	1970				1975				1980			
	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports	Exports	Imports	Balance + or -	Exports as % of imports
NET EXPORTING COUNTRIES *												
Japan	695.0	1.7	+693.3	**	1,325.4	21.7	+1,303.7	6,108	3,008.9	77.7	+2,931.2	3,872
Hong Kong	94.1	37.2	+56.9	253	279.6	72.4	+207.2	386	793.7	214.8	+578.9	370
Singapore	8.1	15.2	-7.1	53	95.4	58.0	+37.4	164	643.6	229.4	+414.2	281
Korea, Republic of	4.6	3.5	+1.1	131	50.4	10.4	+40.0	485	286.1	45.5	+240.6	629
Belgium-Luxembourg	31.8	17.0	+14.8	187	100.6	62.7	+37.9	160	172.3	119.6	+52.7	144
NET IMPORTING COUNTRIES *												
USA	20.9	479.2	-458.3	4	37.4	661.0	-623.6	6	90.7	1,679.7	-1,589.0	5
United Kingdom	9.7	32.5	-22.8	30	27.9	175.7	-147.8	16	65.9	436.6	-370.7	15
Germany, Fed. Rep. of	107.9	61.6	+46.3	175	232.7	304.0	-71.3	77	283.7	619.7	-336.0	46
France	14.9	27.9	-13.0	53	45.5	176.1	-130.6	26	82.2	355.5	-273.3	23
Italy	17.3	15.3	+2.0	113	27.5	43.2	-15.7	64	31.0	193.8	-162.8	16
Netherlands	47.5	149.7	-102.2	32	197.6	178.3	+19.3	111	91.6	210.1	-118.5	44

* According to balance in 1980

** Not applicable - import figure so small compared to export figure.

1980 the United States accounted for only about 24 per cent, the EEC for 26 per cent. Nigeria came up in 1980 with a surprising 20 per cent share of Singapore's exports, and the Asian partners of Singapore three times less (6.5 per cent).

Republic of Korea

In 1970 almost 85 per cent of this country's exports went to the United States of America and Canada, with the EEC and Japan taking each 6.5 per cent. The concentration of these exports is illustrated by the fact that these major partners absorbed nearly 98 per cent of the products of the Republic of Korea in this area. By 1975 the trend of a decline of the share of the United States and Canada was apparent, these countries accounting for only 49 per cent, compared to the 85 per cent of 1970. The EEC had increased its share almost five-fold (31 per cent). Japan's share was stable, around 7 per cent. Altogether these main partners, which absorbed 98 per cent in 1970, accounted for about 87 per cent in 1975. The trend continued for the rest of the decade, and

in 1980 these partners absorbed only 75 per cent, broken down as follows: the United States of America and Canada about 39 per cent, the EEC 32 per cent and Japan 4 per cent only.

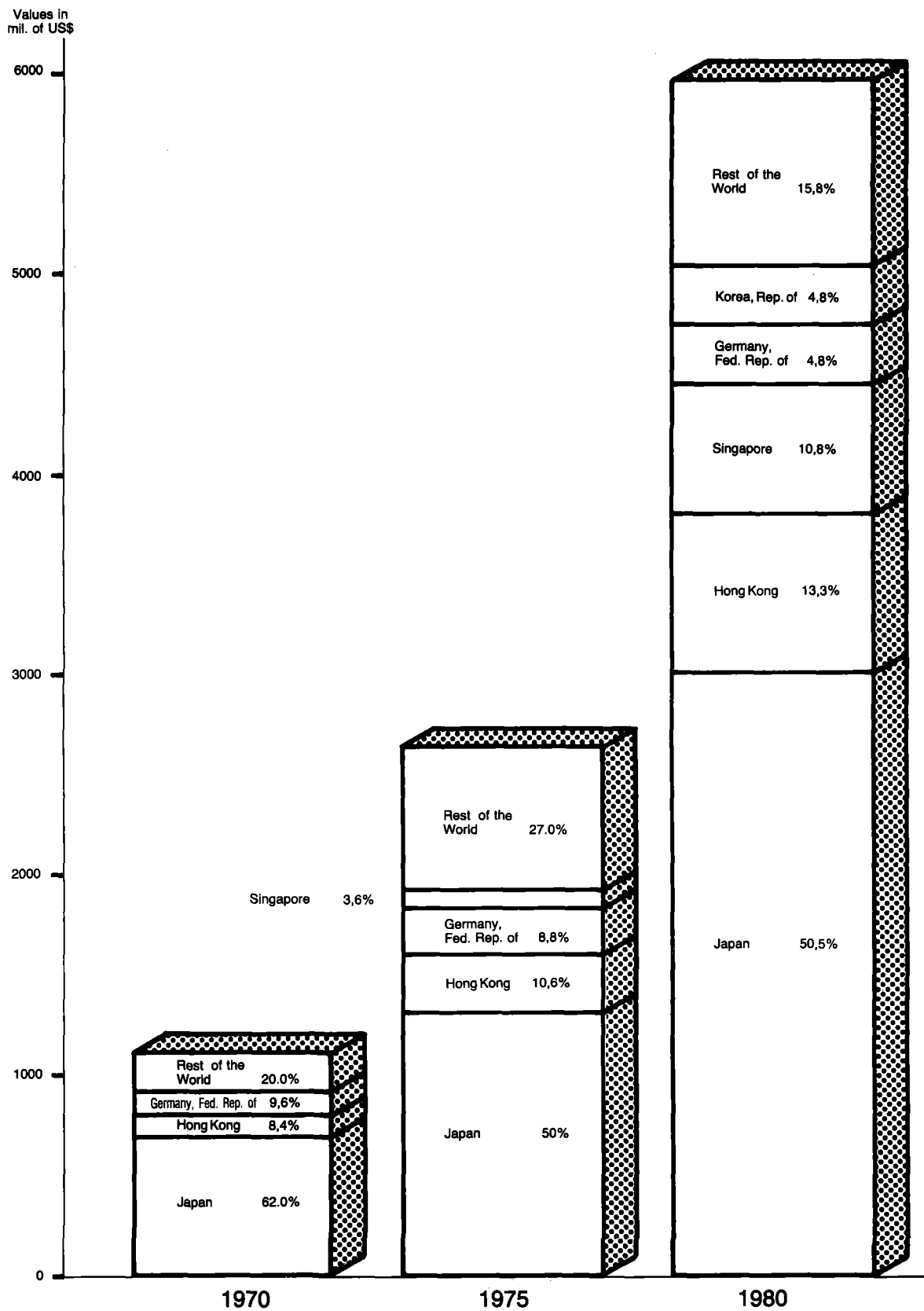
Federal Republic of Germany

The main customers of the Federal Republic of Germany were her partners in the EEC, Switzerland, Sweden and Turkey. In 1970 about 76 per cent of her exports went to Europe, the bulk being absorbed by the EEC, with the Netherlands alone accounting for nearly 25 per cent. France was next with almost 16 per cent. The United States of America took 5.5 per cent in 1970. Altogether the above countries absorbed over 81 per cent of the Federal Republic of Germany's exports in 1970. During the decade, the trend was an increasing share of the EEC partners. Both in 1975 and in 1980 the EEC took around 70 per cent while the non-EEC countries accounted for about 12 and 9 per cent respectively. The United States took a mere 1.2 per cent in 1975 and 2.8 per cent in 1980.

Table 64: Main partner countries of the major exporters of radio receivers
(Values in millions of US dollars; percentage as of country total)

Exporting countries	partner countries	1970		1975		1980	
		Value	%	Value	%	Value	%
JAPAN							
To: World		695.0	100.0	1,325.4	100.0	3,008.9	100.0
USA		403.6	58.1	397.7	30.0	805.0	26.8
EEC		57.9	8.3	287.6	21.7	590.2	19.6
Germany, Fed. Rep. of		28.6	4.1	134.2	10.1	296.3	9.8
United Kingdom		6.4	0.9	78.1	5.9	132.7	4.4
Belgium-Luxembourg		10.2	1.5	24.6	1.9	54.4	1.8
Netherlands		6.9	1.0	24.0	1.8	46.1	1.5
Saudi Arabia		1.7	0.2	59.9	4.5	172.0	5.7
Hong Kong		13.2	1.9	26.7	2.0	159.8	5.3
Singapore		8.8	1.3	31.3	2.4	154.7	5.1
Nigeria		2.1	0.3	35.7	2.7	75.1	2.5
Switzerland		20.7	3.0	30.3	2.3	68.0	2.3
Canada		22.6	3.3	32.6	2.5	63.0	2.1
Spain		3.8	0.5	25.6	1.9	63.0	2.1
Australia		4.2	0.6	40.2	3.0	59.1	2.0
Kuwait		8.1	1.2	39.4	3.0	58.8	2.0
Libyan Arab Jamahiriya		6.0	0.9	15.0	1.1	55.9	1.9
Sweden		3.5	0.5	21.7	1.6	45.6	1.5
United Arab Emirates		0	0.0	23.0	1.7	43.9	1.5
HONG KONG							
To: World		94.1	100.0	279.6	100.0	794.7	100.0
EEC		17.4	18.5	81.6	29.2	264.3	33.3
Germany, Fed. Rep.		7.1	7.5	49.5	17.7	119.0	15.0
United Kingdom		6.2	6.6	13.7	4.9	83.7	10.5
Netherlands		0.9	1.0	8.0	2.9	22.9	2.9
Italy		1.6	1.7	4.8	1.7	21.8	2.7
USA		60.0	63.8	114.3	40.9	236.3	29.7
Singapore		2.0	2.1	12.2	4.4	26.7	3.4
Canada		2.4	2.6	12.2	4.4	23.4	2.9
Spain		0.1	0.1	2.2	0.8	20.5	2.6
Australia		0.1	0.1	4.8	1.7	19.5	2.5
Switzerland		1.5	1.6	5.4	1.9	18.8	2.4
SINGAPORE							
To: World		8.1	100.0	95.4	100.0	643.6	100.0
EEC		1.1	13.6	33.5	35.1	168.0	26.1
France		0.1	1.2	20.3	21.3	79.6	12.4
Germany, Fed. Rep. of		0.3	3.7	2.0	2.1	36.5	5.7
United Kingdom		0.2	2.5	5.4	5.7	26.5	4.1
USA		4.6	56.8	38.4	40.3	152.9	23.8
Nigeria		0	0.0	1.0	1.0	127.2	19.8
Malaysia		0.9	11.1	3.8	4.0	30.2	4.7
Hong Kong		0.4	4.9	0.9	0.9	11.3	1.8
REPUBLIC OF KOREA							
To: World		4.6	100.0	50.4	100.0	286.1	100.0
USA		3.7	80.4	23.1	42.7	97.1	33.9
EEC		0.3	6.5	15.5	30.8	93.0	32.5
Germany, Fed. Rep. of		0.2	4.3	8.1	16.1	44.5	15.6
United Kingdom		0	0.0	1.9	3.8	14.0	4.9
Italy		0	0.0	0.5	1.0	10.5	3.7
Canada		0.2	4.3	3.2	6.3	14.0	4.9
Japan		0.3	6.5	3.4	6.7	11.5	4.0
GERMANY, FEDERAL REPUBLIC OF							
To: World		107.9	100.0	232.7	100.0	283.7	100.0
EEC		66.9	62.0	161.9	69.6	199.9	70.5
Netherlands		26.7	24.7	49.5	21.3	71.8	25.3
France		16.8	15.6	54.9	23.6	47.2	16.6
Italy		9.0	8.3	19.8	8.5	37.9	13.4
Belgium-Luxembourg		9.3	8.6	24.3	10.4	25.5	9.0
United Kingdom		1.9	1.8	8.4	3.6	14.1	5.0
Switzerland		7.5	7.0	13.4	5.6	13.6	4.8
USA		5.9	5.5	2.8	1.2	8.0	2.8
Sweden		6.7	6.2	11.8	5.1	5.9	2.1
Turkey		0.7	0.6	3.3	1.4	5.0	1.8

Major exporters of radio receivers



IV. CONCLUSION

The foregoing chapters have sought to circumscribe the main international exchanges which occurred during the last decade in the products of some cultural industries, while privileging those industries which correspond to the more relevant 'cultural categories' of the Unesco Framework for Cultural Statistics (FCS). In so doing, however, it has not been possible to consider the corresponding exchanges of cultural products between the countries with centrally-planned economies. Therefore, what is called the 'world total' in this report falls short of the reality of trade as it has taken place during that decade.

The report, besides, hinges heavily on the data collected by the United Nations and published under their aegis. That trade again falls very short of the real trade in which countries reported upon here have been engaged. To venture for the world total a figure that would be closest to reality, would verge on temerity and could be anybody's guess. The absolute figures which have been reported under trade for the individual years, both as imports and exports, are certainly underreported. On the reasonable assumption, however, that the underreporting does not change very much over the years, the trends that distinguish themselves would not be affected if by a kind of divination all trade that has taken place could be accounted to the nearest cent. The report has consciously stressed these trends and the percentages the trade of individual countries represents in the 'world' total. It is also a fact that large exporters or importers will have a tendency to underreport, which should but make more 'real' any ascendancy over others as revealed by the cursory analytical treatment that has been given in the foregoing chapters.

One can illustrate the fact of underreporting by the case of the United States as regards newspapers and periodicals. Trade figures published by the US Department of Commerce on exports of newspapers and periodicals for the period January-September 1980 show a value of US\$242.2 million, with the stipulation that these export data do not include individual shipments valued under \$500, and low-valued exports by mail. There would be an important number of such individual shipments and mailings, which would affect in a significant way the reported values. As pointed out earlier on, it would be rash to venture a figure representing the value of such exports that escape accounting.

A note of caution has also been sounded on the interpretation of the negative trade balances of countries like Hong Kong and Singapore as regards cameras, radios and other electronic equipment. These countries which import a considerable amount of such equipment from Japan, including 'seconds', i.e. equipment which does not meet the high standards set for them, sell to tourists and through mail-orders most of that equipment. The value of such exports may be relatively more important than in the case of exportation by the United States of newspapers and periodicals mentioned in the last paragraph.

The foregoing chapters have illustrated the near insignificance of developing countries in general as regards cultural industries. The trade in cultural products in which these countries are engaged represents a feeble portion of world trade, incommensurate with their population and with their general development level. Exports, except for countries like the Republic of Korea, Singapore, Hong Kong, still inappropriately termed developing countries, are practically insignificant in the field of cultural industries. Their importation of these cultural

goods, themselves, which is more significant than any exportation of such goods by these countries, still falls short of what could be expected, given the population and improving gross national product of some of these countries.

Yet one should not jump to the ready conclusion that the developing countries do not produce any cultural goods in the form of arts and crafts. These goods are exported in appreciable quantities but 'evade' the trade accounting system copied from the developed countries, or set up to meet international requirements. Examples are the type of handicrafts produced mostly in developing countries and which are sold in the airports of those countries, and often disparaged in the literature by being branded 'airport art'. Cultural products of more aesthetic value are sold directly to tourists or are mailed or shipped directly out of the country, without any record being kept of these exports.

As stated in the introduction, only those 'material' cultural products falling within a few only of the Unesco FCS categories are reported upon in international trade compendia. But were one to go beyond the material transfer across frontiers and consider also those cultural 'products' in the form of performances, or consider the monuments, sites and national reserves, which fall within the FCS Category 0 'Cultural heritage' and which form the backbone of cultural tourism, one would have a better assessment of cultural exchanges, where developing countries would not be found wanting. But were one to stick only to 'material' transfers, one should also seek to gauge the cultural products, like books and records, whose intellectual and musical contents come from many of those developing countries but which are published or printed, and thus gain their material support, in developed countries. The great increase in tourism, the explosion of the electronic media, have encouraged the mutual appreciation of cultures. The efforts of Unesco in the last decades to make known the traditional music of other continents by publishing records of that music and making them available to the public at large have borne fruit, in that similar records produced by private companies have made the Unesco records pale into insignificance, especially as regards number. The traditional music, the 'folklore' sometimes modernized and adapted like exotic cuisine to the taste of consumers, sometimes reproduced in its authentic flavour with traditional instruments, carves out an important share of the record industry. That music comes often in the form of mastertapes, to be reproduced in record form in the developed countries, where both facilities of printing and publishing go hand in hand with distribution facilities. To what extent could these cultural products, which come at the end of the chain in certain countries, be considered in fact to be the products of these particular countries?

Despite these 'caveats', a stunning fact hits the reader of the foregoing chapters. Industrial development and cultural industries take parallel courses. The developing countries, with their low industrial output, do in fact less well still in cultural industries. A second fact is a corollary of the first. There is very little trade among the developing countries themselves. A record of Guinean music, more often than not produced in France, would be unknown in Kenya!

Another feature of the trade laid bare in this report is the relatively small number of countries, even considering the industrial countries, which produce the cultural products selected here for review. What follows highlights this fact for most of these products.

In 1980, the latest year for which complete data are available on exports of cultural goods, limited for the purpose of the analysis to Printed matter, Music, Visual arts, Cinema and photography, and Radio and television, the world export figure was around US\$39,026 million, excluding countries with centrally planned economies, as noted earlier on. The developing countries accounted for just over 10 per cent of this total, and were we to exclude three Asian countries, i.e. Hong Kong, the Republic of Korea and Singapore from the group of developing countries, the latter would account for 1.50 per cent only of the world export figure: Africa 0.04 per cent, developing America 0.88 per cent, the Middle East 0.3 per cent and the rest of developing Asia 0.28 per cent.

Exports of printed matter constitute in value 17.8 per cent only of world exports of the five types of cultural goods considered in this report. The regional percentages range from 1.4 per cent for Asia to 55.7 per cent for Africa, as far as printed material is concerned. Central Africa exports some US\$1 million worth of printed material, with a nil record for the other four types of cultural goods. Radio and television represents 70.7 per cent of the cultural goods exports of developing Asia, this high percentage being due to the exports of Hong Kong, Singapore and the Republic of Korea.

The very low percentages for the developing world regions are repetitive for exportation of all these cultural goods. The big exceptions, when considering the developing world, are Hong Kong, the Republic of Korea and Singapore. These highfliers offer a very sharp contrast with other developing countries. They account, the three of them, for 85 per cent of all the exports of cultural goods of the group of developing countries, a fact which has been highlighted in the first part of this report.

From 1970 to 1980, Hong Kong raised its exports from US\$113 million to \$1,125 million, reaching in that year the export level of Italy for the cultural products considered in this report.

In the same period, Singapore's exports went up from US\$21.4 million to \$1,123.3 million, i.e. 57 times as much.

The Republic of Korea, starting from US\$9.3 million in 1970, reached \$954.5 million in 1980, registering over a 100-fold increase. Perhaps with the exception of Hong Kong, whose economic future is uncertain in view of its return to China in 1997, there is every reason to believe that many potential Japans are waiting their turn to flood the world markets with some of the goods being considered in this report, and other goods which have already appeared, through the fantastic progress of electronic research.

The fourth country of Asia with considerable activity in the exports of the cultural goods being considered here is Taiwan. Unfortunately, because of its special international status, its trade is not kept track of in the data published by the United Nations. Taiwan is considered a part of China and is referred to as the Province of Taiwan in United Nations statistics relating to geography and demography. However, its trade, even if the figures were available, would not be reported as part of the trade of the People's Republic of China. Furthermore, the trade of the latter, a country with a centrally planned economy, is not considered in this report, along with the trade of other countries with centrally planned economies, because of unavailability of data. Were the export figures of Taiwan to be considered along with those of the three 'dynamic' countries often mentioned in this report, i.e. Hong Kong, Singapore and the Republic of Korea, the collective importance of these four countries in the total exports of the Asian developing countries would be greater still. The guess is that they would account for over 90 per cent of the exports of that region.

Of these four countries, Hong Kong, despite its high performance, appears to be the one which is the least able to sustain continued progress.

Some problems other than 1997 have been affecting Hong Kong's prospects of keeping abreast of developments of competition with what have been termed 'Asia's other three dragons', Singapore, the Republic of Korea and Taiwan. Lack of capital could be ascribed in some measure to Hong Kong's uncertain future. There has been increasing evidence, however, of problems of stagnation of technological development of 'marketing capability' and of consumer recognition. Taiwan's technological research and development has been speeding ahead of that of Hong Kong.

Taiwan is considered the most 'aggressive' of the other three 'dragons' in its export drive. Hong Kong capitalizes on its value-added potential and relies on imported components from Japan and Taiwan.

The situation of the developed countries presents many more interesting features, the case of Japan holding a permanent place in the saga of economic 'miracles' associated with one or another of these countries in the 1960s and in the beginning of the 1970s before the first 'petroleum' shock of 1973.

Already in 1970, Japan was exporting as much of the cultural goods under consideration as the United States and the Federal Republic of Germany together. The value of these Japanese cultural goods was US\$1,973 million, compared to the United States' \$964.5 million and the Federal Republic of Germany's \$1,006.5 million. Ten years later in 1980, the figure for Japan was US\$12,385 million, against the United States' figure of \$4,720 million and the Federal Republic of Germany's figure of \$4,788 million. In other words, Japan increased its exports in that field over six times, and the other two countries under five times each, which is not a bad record for the latter. If in 1970 Japan exported as much of these products as the United States and the Federal Republic of Germany together, in 1980 it did better still by exporting 30 per cent more. The only 'weak' product of Japan compared with the above two countries has been 'Printed matter', which includes books, periodicals and the like. That 'weakness' has been amply made up by strengths in 'Music' and 'Radio and television'.

Between 1970 and 1980 big exporters like the United States of America, the Federal Republic of Germany, the United Kingdom, the Belgium-Luxembourg group, the Netherlands and Italy have increased their exports by between four and five times, which reveals the importance of these cultural industries in their exports. It has not however been of growing importance for these countries, since the percentages represented by these exports in global exports have been declining since 1970 for all of them without exception.

A fact which needs highlighting is that these industrial countries carry on much inter-trading in these cultural goods. The main exporters include also the main importers, with the exception of Japan which has an ever-widening trade balance in these goods.

In 1970 Japan had a positive trade balance of US\$1,800 million for these cultural goods, imports and exports being roughly in the proportion 1 : 11.5. In 1980 the proportion was roughly the same: 1 : 12.4.

In that year Japan exported for US\$12,385 million worth of these goods, and imported for just over \$1,000 million only, registering a positive trade balance of over US\$11,000 million. In comparison the European Economic Community countries altogether exported for US\$14,573 million, a little more than Japan, but imported for \$16,593 million, registering a negative balance of just over \$2,000 million dollars. The United States of America had in that same year a negative trade balance of the order of that of the EEC countries: US\$1,850 million. Exports of the EEC, however, were over three times those of the United States. There is every reason to believe that since 1980 Japan has been forging ahead, widening the gap with the other big industrial powers. With some recent developments in the

infiltration of Japanese cultural industries, the real exports of Japan would be much more in real value than those recorded by the Customs services. For example, Japanese video equipment against which a trade barrier was erected in France at one time,

has partly reappeared in another form, i.e. now clad in European garb with European trademarks sold at slightly lower prices than similar imported Japanese equipment.

ANNEX I

SITC
Code
Rev. 1

Description of cultural goods according to the SITC (Standard International Trade Classification)

PRINTED MATTER AND LITERATURE (FCS Category 1)

1. Books

- 892.11 - Printed books, pamphlets, etc.
- 892.12 - Children's picture and painting books

2. Newspapers and periodicals

3. Other printed matter

- 892.13 - Maps, hydrographic charts, etc.
- 892.41 - Transfers (decalcomanias)
- 892.42 - Picture postcards, picture greeting cards, etc., printed by any process
- 892.94 - Calendars (including calendar blocks)
- 892.99 - Other printed matter (including printed pictures and photographs)

MUSIC (FCS Category 2)

1. Gramophones, tape recorders and other sound recorders and reproducers

- 891.11 - Gramophones, tape recorders, etc.
- 891.12 - Accessories and parts of gramophones, of tape recorders or of other sound recorders or reproducers, other than sound recording media

2. Gramophone records, recorded tapes, other recorded media and prepared media for sound recording

3. Musical instruments

- 891.41 - Pianos, harpsichords, other keyboard string instruments and harps (other than aeolian harps)
- 891.42 - Other string instruments
- 891.43 - Musical instrument strings
- 891.81 - Pipe and reed organs (including harmoniums, etc.)
- 891.82 - Accordions, concertinas and mouth organs
- 891.83 - Other wind musical instruments
- 891.84 - Percussion musical instruments
- 891.85 - Electrical musical instruments
- 891.89 - Other musical instruments, n.e.s.
- 891.9 - Parts and accessories of musical instruments (other than strings)

VISUAL ARTS (FCS Category 4)

- 896.01 **1. Paintings, drawings and pastels executed entirely by hand (other than industrial or commercial drawings)**

- 896.02 **2. Original engravings, prints and lithographs**

- 896.03 **3. Original sculptures and statuary**

Description of cultural goods according to the
SITC (Standard International Trade Classification)

CINEMA AND PHOTOGRAPHY (FCS Category 5)

- | | |
|--------|--|
| 861.4 | 1. Photographic cameras (other than cinematographic) and flashlight apparatus |
| 861.5 | 2. Cinematographic cameras, projectors, sound recorders and sound reproducers |
| | 3. Photographic and cinematographic supplies |
| 862.3 | - Chemical products and flashlight materials of a kind used in photography, put up in measured portions or for retail sale |
| 862.41 | - Photographic plates and film in the flat (other than of paper, paperboard or cloth), sensitized, unexposed |
| 862.42 | - Film in rolls, sensitized, unexposed |
| 862.43 | - Paper, paperboard and cloth, sensitized, not developed |
| 862.44 | - Sensitized plates and film, exposed, not developed |
| 862.45 | - Plates, film, other than cinematographic, exposed and developed |

RADIO AND TELEVISION (FCS Category 6)

- | | |
|-------|--|
| 724.1 | 1. Television broadcast receivers, whether or not combined with gramophone or radio |
| 724.2 | 2. Radio broadcast receivers, whether or not combined with gramophone |

ANNEX II

**Imports and exports of cultural goods under the five FCS categories
as percentages of total imports and exports of individual countries
(Values in thousands of US \$)**

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPING COUNTRIES												
AFRICA												
NORTH AFRICA												
Algeria	13 198	1.05	68 927	1.15	79 402	0.75	453	0.04	380	0.01	199	0.00
Libyan Arab Jamahiriya	16 614	3.00	61 553	1.74	223 688	3.30	0	0.00	0	0.00	0	0.00
Morocco	16 546	2.42	36 710	1.44	46 648	1.12	226	0.05	444	0.03	290	0.01
Sudan	5 230	1.68	5 769	0.60	9 082	0.61	7	0.00	16	0.00	7	0.00
Tunisia	4 158	1.36	10 249	0.72	38 029	1.08	153	0.08	1 265	0.15	6 403	0.29
Egypt	6 252	0.79	21 241	0.54	37 293	0.77	5 150	0.68	12 866	0.95	1 210	0.04
CUSTOMS & ECONOMIC UNION OF CENTRAL AFRICA (CEUCA)												
Cameroon, United Rep. of	4 973	2.05	9 731	1.63	17 446	1.13	393	0.17	195	0.04	793	0.06
Central African Republic	631	2.00	1 399	2.05	1 495	1.86	0	0.00	0	0.00	0	0.00
Chad	824	1.48	2 132	1.94	64	0.26	90	0.22
Congo	2 197	3.84	2 789	1.69	73	0.24	3	0.00
Gabon	1 699	2.13	6 347	1.42	49	0.04	1	0.00
OTHER AFRICA												
Angola	6 540	1.78	147	0.03
Burundi	516	0.82	0	0.00
Zaire	12 501	2.35	11 260	1.21	47	0.01	50	0.01
Benin	832	1.31	12	0.04
Ethiopia	2 486	1.44	6 136	2.09	6 301	0.87	0	0.00	0	0.00	0	0.00
Gambia	440	2.61	1 056	2.17	0	0.00	0	0.00
Ghana	4 504	1.10	7 485	0.95	27	0.01	21	0.00
Ivory Coast	8 176	2.11	20 606	1.83	342	0.07	1 191	0.10
Kenya	9 572	2.41	12 666	1.39	39 472	1.52	194	0.10	1 244	0.27	2 227	0.17
Liberia	2 401	1.60	3 496	1.06	6 318	1.18	75	0.04	71	0.02	22	0.00
Madagascar	4 122	2.42	10 284	2.80	11 549	1.71	211	0.15	94	0.03	102	0.03
Malawi	1 350	1.58	3 056	1.22	3 118	0.71	18	0.04	53	0.04	24	0.01
Mali	546	1.22	1 111	0.58	3	0.01	57	0.16
Mauritania	359	0.64	0	0.00
Mauritius	1 803	2.39	7 513	2.27	5	0.01	221	0.08
Niger	610	1.05	665	0.67	24	0.08	6	0.01
Nigeria	8 026	0.76	109 508	1.81	57	0.00	1	0.00
Guinea Bissau	717	2.62	217	0.58	1	0.03	0	0.00
Reunion	3 784	2.35	11 312	2.76	22 101	2.63	31	0.06	183	0.31	604	0.46
Senegal	2 790	1.45	7 937	1.37	15 103	1.46	359	0.22	930	0.20	5 148	1.08
Seychelles	467	1.47	1 443	1.46	0	0.00	1	0.02
Sierra Leone	1 282	0.80	0	0.00
Somalia	96	0.21	515	0.33	19	0.06	0	0.00
Togo	673	1.04	3 587	2.06	5	0.01	47	0.04
Uganda	2 820	2.33	2 293	1.78	2	0.00	7	0.00
Tanzania, United Rep. of	2 425	0.89	4 556	0.63	9 580	0.79	4	0.00	44	0.01	340	0.06
Burkina Faso	799	1.71	2 576	1.70	3 881	1.06	51	0.28	114	0.26	168	0.19
Zambia	5 750	1.21	6 520	0.70	27	0.00	23	0.00
AMERICA												
NORTH AMERICA												
Bermuda	1 891	1.17	31 972	1.03	0	0.00	0	0.00
Greenland	9 499	2.90	294	0.14
Saint Pierre & Miquelon	0	0.00	0	0.00
LATIN AMERICAN FREE TRADE ASSOCIATION (LAFTA)												
Argentina	29 872	1.77	46 129	1.17	568 884	5.40	17 649	1.00	30 367	1.03	78 457	0.98
Bolivia	3 841	2.41	15 504	2.70	10	0.00	46	0.01
Brazil	55 748	1.96	160 184	1.18	233 250	0.93	4 424	0.16	78 850	0.91	188 796	0.94
Chile	21 745	2.34	24 198	1.58	2 442	0.20	2 098	0.13
Colombia	23 851	2.83	34 087	2.28	86 093	1.85	2 235	0.31	15 884	1.08	39 952	1.01
Ecuador	3 795	1.39	14 924	1.52	38 080	1.72	0	0.00	956	0.10
Mexico	62 947	2.56	118 065	1.80	47 662	3.95	54 959	1.84
Paraguay	927	1.23	1 498	0.71	0	0.00	0	0.00
Peru	18 491	2.97	34 811	1.46	57 706	2.24	121	0.01	1 968	0.15	3 886	0.12
Uruguay	1 617	0.69	2 483	0.48	23 896	1.45	36	0.2	1 745	0.46	3 972	0.38
Venezuela	47 025	2.87	138 476	2.38	476 931	4.47	963	0.03	3 012	0.03	6 199	0.03

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES												
NORTH AMERICA												
Canada	482 585	3.62	980 221	2.89	1 824 757	3.16	59 667	0.37	98 052	0.30	626 736	0.99
United States of America	1 752 338	4.39	2 764 594	2.85	6 570 223	2.63	964 500	2.26	2 043 466	1.93	4 719 682	2.22
ASIA												
Israel	30 024	2.07	49 623	1.19	92 177	1.15	8 696	1.12	26 837	1.38	87 339	1.58
Japan	173 686	0.92	453 383	0.78	1 019 240	0.73	1 973 264	10.21	3 919 130	7.03	12 384 910	9.56
EUROPE												
EEC												
Belgium-Luxembourg	192 245	1.69	589 088	1.95	1 310 997	1.84	371 638	3.20	908 551	3.16	1 935 250	3.03
Denmark	99 352	2.27	293 367	2.84	419 986	2.17	39 636	1.21	104 814	1.21	227 667	1.39
France	462 343	2.44	1 321 649	2.47	3 203 556	2.38	345 798	1.95	829 429	1.61	1 913 513	1.73
Germany, Federal Rep. of	537 372	1.80	1 663 898	2.24	4 135 175	2.22	1 006 638	2.94	2 313 190	2.57	4 787 638	2.50
Greece	22 345	1.14	45 064	0.85	114 476	1.09	2 231	0.35	7 533	0.33	13 399	0.26
Ireland	27 832	1.78	70 741	1.88	241 988	2.17	5 111	0.51	35 273	1.11	93 433	1.10
Italy	179 894	1.20	447 959	1.18	1 670 970	1.70	302 915	2.29	638 037	1.83	1 268 221	1.63
Netherlands	448 183	3.35	1 078 817	3.14	1 951 353	2.54	349 870	2.97	767 020	2.19	1 486 924	2.01
United Kingdom	457 375	2.11	1 270 843	2.39	3 544 249	3.01	634 642	3.28	1 352 506	3.09	2 847 481	2.49
EUROPEAN FREE TRADE ASSOCIATION (EFTA)												
Austria	109 408	3.08	349 432	3.72	746 735	3.06	110 481	3.87	302 027	4.02	456 549	2.61
Faeroe Islands	5 596	2.55	0	0.00
Finland	49 702	1.88	155 847	2.05	321 556	2.06	25 031	1.09	109 847	2.00	232 297	1.64
Iceland	3 000	1.91	7 870	1.61	19 709	1.97	1	0.00	87	0.03	192	0.02
Norway	63 003	1.70	204 044	2.10	419 601	2.48	27 211	1.11	71 220	0.99	51 709	0.28
Portugal	36 436	2.29	72 932	1.89	115 153	1.24	17 663	1.86	70 411	3.63	133 268	2.88
Sweden	214 614	3.06	493 733	2.73	872 353	2.61	75 787	1.12	197 459	1.13	341 579	1.11
Switzerland	266 936	4.13	634 891	4.78	1 339 921	3.71	139 589	2.73	344 453	2.66	714 130	2.42
OTHER EUROPE												
Malta	5 322	3.32	7 533	2.01	20 284	2.17	579	1.98	2 237	1.70	24 612	5.70
Spain	72 294	1.53	233 593	1.45	632 214	1.86	74 555	3.12	189 510	2.47	499 565	2.40
Yugoslavia	32 720	1.14	67 914	0.88	164 819	1.09	8 213	0.49	20 046	0.49	51 345	0.57
OCEANIA												
Australia	153 805	3.43	691 108	7.08	916 433	4.61	15 941	0.36	54 015	0.46	125 949	0.59
New Zealand	41 661	3.37	106 617	3.35	162 294	2.94	1 265	0.11	2 462	0.12	17 230	0.33

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	5 914 475	87.69	14 054 761	85.69	31 835 815	83.63	6 560 922	96.23	14 407 612	92.97	35 040 618	89.79
NORTH AMERICA	2 234 923	33.13	3 744 815	22.83	8 394 980	22.05	1 024 167	15.02	2 141 518	13.82	5 346 418	13.70
Canada	482 585	7.15	980 221	5.98	1 824 757	4.79	59 667	0.88	98 052	0.63	626 736	1.61
United States of America	1 752 338	25.98	2 764 594	16.86	6 570 223	17.26	964 500	14.15	2 043 466	13.19	4 719 682	12.09
ASIA	203 710	3.02	503 006	3.07	1 111 417	2.92	1 981 960	29.07	3 945 967	25.46	12 472 249	31.96
Israel	30 024	0.45	49 623	0.30	92 177	0.24	8 696	0.13	26 837	0.17	87 339	0.22
Japan	173 686	2.58	453 383	2.76	1 019 240	2.68	1 973 264	28.94	3 919 130	25.29	12 384 910	31.74
EUROPE	3 280 376	48.63	9 009 215	54.93	21 250 691	55.82	3 537 589	51.89	8 263 650	53.32	17 078 772	43.76
EEC	2 426 941	35.98	6 781 426	41.35	16 592 750	43.59	3 058 479	44.86	6 956 353	44.89	14 573 526	37.34
Belgium-Luxembourg	192 245	2.85	589 088	3.59	1 310 997	3.44	371 638	5.45	908 551	5.86	1 935 250	4.96
Denmark	99 352	1.47	293 367	1.79	419 986	1.10	39 636	0.58	104 814	0.68	227 667	0.58
France	462 343	6.85	1 321 649	8.06	3 203 556	8.41	345 798	5.07	829 429	5.35	1 913 513	4.90
Germany, Federal Rep. of	537 372	7.97	1 663 898	10.14	4 135 175	10.86	1 006 638	14.77	2 313 190	14.93	4 787 638	12.27
Greece	22 345	0.33	45 064	0.27	114 476	0.30	2 231	0.03	7 533	0.05	13 399	0.03
Ireland	27 832	0.41	70 741	0.43	241 988	0.64	5 111	0.07	35 273	0.23	93 433	0.24
Italy	179 894	2.67	447 959	2.73	1 670 970	4.39	302 915	4.44	638 037	4.12	1 268 221	3.25
Netherlands	448 183	6.64	1 078 817	6.58	1 951 353	5.13	349 870	5.13	767 020	4.95	1 486 924	3.81
United Kingdom	457 375	6.78	1 270 843	7.75	3 544 249	9.31	634 642	9.31	1 352 506	8.75	2 847 481	7.30
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	743 099	11.02	1 918 749	11.70	3 840 624	10.09	395 763	5.80	1 095 504	7.07	1 929 724	4.94
Austria	109 408	1.62	349 432	2.13	746 735	1.96	110 481	1.62	302 027	1.95	456 549	1.17
Faeroe Islands	5 596	0.01	0	0.00
Finland	49 702	0.74	155 847	0.95	321 556	0.84	25 031	0.37	109 847	0.71	232 297	0.60
Iceland	3 000	0.04	7 870	0.05	19 709	0.05	1	0.00	87	0.00	192	0.00
Norway	63 003	0.93	204 044	1.24	419 601	1.10	27 211	0.40	71 220	0.46	51 709	0.13
Portugal	36 436	0.54	72 932	0.44	115 153	0.30	17 663	0.26	70 411	0.45	133 268	0.34
Sweden	214 614	3.18	493 733	3.01	872 353	2.29	75 787	1.11	197 459	1.27	341 579	0.88
Switzerland	266 936	3.96	634 891	3.87	1 339 921	3.52	139 589	2.05	344 453	2.22	714 130	1.83
OTHER EUROPE	110 336	1.64	309 040	1.88	817 317	2.15	83 347	1.22	211 793	1.37	575 522	1.47
Malta	5 322	0.08	7 533	0.05	20 284	0.05	579	0.01	2 237	0.01	24 612	0.06
Spain	72 294	1.07	233 593	1.42	632 214	1.66	74 555	1.09	189 510	1.22	499 565	1.28
Yugoslavia	32 720	0.49	67 914	0.41	164 819	0.43	8 213	0.12	20 046	0.13	51 345	0.13
OCEANIA	195 466	2.90	797 725	4.86	1 078 727	2.83	17 206	0.25	56 477	0.36	143 179	0.37
Australia	153 805	2.28	691 108	4.21	916 433	2.41	15 941	0.23	54 015	0.35	125 949	0.32
New Zealand	41 661	0.62	106 617	0.65	162 294	0.43	1 265	0.02	2 462	0.02	17 230	0.04

General note :

Data for each country correspond to the total of what is available for each of the five FCS categories (for details see the tables for each category).

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	1 298 478	85.70	2 865 647	85.76	6 184 356	88.40	1 391 497	95.59	3 008 789	95.26	6 624 260	95.37
NORTH AMERICA	377 807	24.93	661 680	19.80	1 309 450	18.72	330 453	22.70	561 080	17.76	1 126 736	16.22
Canada	223 191	14.73	384 376	11.50	723 262	10.34	10 999 ²	0.76	30 814 ²	0.98	77 844 ²	1.12
United States of America	154 616	10.20	277 304	8.30	586 188	8.38	319 454	21.94	530 266	16.79	1 048 892	15.10
ASIA	60 986	4.02	118 394	3.54	203 593	2.91	45 367	3.12	75 492	2.39	173 536	2.50
Israel	4 632	0.31	7 030	0.21	14 574	0.21	5 312	0.36	14 170	0.45	16 976	0.24
Japan	56 354	3.72	111 364	3.33	189 019	2.70	40 055	2.75	61 322	1.94	156 560	2.25
EUROPE	765 836	50.54	1 863 891	55.78	4 296 962	61.42	1 007 738	69.23	2 349 159	74.38	5 273 597	75.93
EEC	556 718	36.74	1 343 358	40.20	3 098 630	44.29	828 685	56.93	1 896 933	60.06	4 209 101	60.60
Belgium-Luxembourg	65 192	4.30	195 701	5.86	444 404	6.35	66 918	4.60	184 882	5.85	342 138	4.93
Denmark	21 912	1.45	67 694	2.03	99 766	1.43	15 961	1.10	37 883	1.20	86 091	1.24
France	184 208	12.16	411 941	12.33	887 094	12.68	148 942	10.23	356 997	11.30	701 316	10.10
Germany, Federal Rep. of	79 313	5.23	215 288	6.44	522 944	7.48	218 657	15.02	528 711	16.74	1 284 689	18.50
Greece	3 814	0.25	6 629	0.20	17 660	0.25	1 661	0.11	2 684	0.08	6 089	0.09
Ireland	14 360	0.95	32 724	0.98	89 655	1.28	1 849 ²	0.13	24 476	0.77	33 158	0.48
Italy	26 183	1.73	51 823	1.55	113 114	1.62	110 669	7.60	195 235	6.18	538 018	7.75
Netherlands	55 631	3.67	135 040	4.04	368 007	5.26	80 530	5.53	177 991	5.64	359 129	5.17
United Kingdom	106 105	7.00	226 518	6.78	555 986	7.95	183 498	12.61	388 074	12.29	858 473	12.36
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	184 388	12.17	468 908	14.03	1 093 773	15.64	110 360	7.58	282 516	8.94	616 451	8.88
Austria	38 996	2.57	119 521	3.58	310 136	4.43	22 614	1.55	53 375	1.69	129 287	1.86
Faeroe Islands	1 732	0.02	0	0.00
Finland	11 852	0.78	30 744	0.92	60 092	0.86	7 576	0.52	23 694	0.75	76 181	1.10
Iceland	740	0.05	1 757	0.05	4 929	0.07	0	0.00	85	0.00	186	0.00
Norway	13 917	0.92	43 899	1.31	116 573	1.67	3 082	0.21	11 107	0.35	12 649	0.18
Portugal	4 241	0.28	12 015	0.36	22 498	0.32	1 330	0.09	3 823	0.12	18 363	0.26
Sweden	35 486	2.34	72 602	2.17	169 883	2.43	21 753	1.49	62 947	1.99	112 180	1.62
Switzerland	79 156	5.22	188 370	5.64	407 930	5.83	54 005	3.71	127 485	4.04	267 605	3.85
OTHER EUROPE	24 730	1.63	51 625	1.54	104 559	1.49	68 693	4.72	169 710	5.37	448 045	6.45
Malta	1 351	0.09	2 267	0.07	5 570	0.08	554 ⁴	0.04	760	0.02	24 597	0.35
Spain	18 553	1.22	42 723	1.28	79 420	1.14	65 208	4.48	159 071	5.04	407 055	5.86
Yugoslavia	4 826	0.32	6 635	0.20	19 569	0.28	2 931	0.20	9 879	0.31	16 393	0.24
OCEANIA	93 849	6.19	221 682	6.63	374 351	5.35	7 939	0.55	23 058	0.73	50 391	0.73
Australia	70 426	4.65	164 938	4.94	284 674	4.07	7 118	0.49	21 570	0.68	38 954	0.56
New Zealand	23 423	1.55	56 744	1.70	89 677	1.28	821	0.06	1 488	0.05	11 437	0.16

1. Newspapers and periodicals only.
2. Books not included.
3. Newspapers and periodicals not included.
4. Other printed matter not included.

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	1 439 832	89.09	3 305 743	85.50	8 208 049	82.90	1 597 903	98.48	3 286 910	94.74	9 682 912	93.57
NORTH AMERICA	585 213	36.21	958 948	24.80	2 279 310	23.02	224 785	13.85	477 912	13.78	1 573 555	15.21
Canada	79 960	4.95	176 113	4.56	277 653	2.80	2 602 ¹	0.16	4 366 ¹	0.13	460 828	4.45
United States of America	505 253	31.26	782 835	20.25	2 001 657	20.22	222 183	13.69	473 546	13.65	1 112 727	10.75
ASIA	42 004	2.60	104 285	2.70	243 704	2.46	582 351	35.89	1 035 060	29.83	5 145 621	49.72
Israel	3 951	0.24	9 996	0.26	18 368	0.19	240 ¹	0.01	1 643	0.05	7 448	0.07
Japan	38 053	2.35	94 289	2.44	225 336	2.28	582 111	35.88	1 033 417	29.79	5 138 173	49.65
EUROPE	772 223	47.78	2 116 020	54.73	5 434 779	54.89	789 705	48.67	1 770 783	51.04	2 953 413	28.54
EEC	594 677	36.80	1 646 397	42.58	4 392 912	44.37	691 123	42.60	1 515 518	43.68	2 668 405	25.79
Belgium-Luxembourg	55 075	3.41	140 495	3.63	346 325	3.50	78 951	4.87	149 737	4.32	225 910	2.18
Denmark	26 874	1.66	59 734	1.54	111 594	1.13	7 948	0.49	25 601	0.74	55 601	0.54
France	92 886	5.75	282 662	7.31	767 908	7.76	54 525	3.36	143 467	4.14	345 618	3.34
Germany, Federal Rep. of	137 100	8.48	416 504	10.77	1 269 470	12.82	266 219	16.41	526 654	15.18	838 284	8.10
Greece	6 459	0.40	11 246	0.29	31 915	0.32	474	0.03	4 090	0.12	6 174	0.06
Ireland	5 670	0.35	12 086	0.31	50 060	0.51	2 912	0.08	27 684	0.27
Italy	40 893	2.53	99 364	2.57	380 360	3.84	58 961	3.63	157 523	4.54	297 698	2.88
Netherlands	136 224	8.43	317 051	8.20	495 543	5.00	111 807	6.89	218 679	6.30	330 509	3.19
United Kingdom	93 496	5.79	307 255	7.95	939 737	9.49	112 238	6.92	286 855	8.27	540 927	5.23
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	154 601	9.57	399 048	10.32	836 401	8.45	94 712	5.84	237 904	6.86	253 735	2.45
Austria	19 930	1.23	61 951	1.60	112 937	1.14	48 724	3.00	117 070	3.37	68 541	0.66
Faeroe Islands	1 147	0.01	0	0.00
Finland	13 749	0.85	41 408	1.07	84 844	0.86	1 267	0.08	3 787	0.11	18 812	0.18
Iceland	708	0.04	2 495	0.06	4 877	0.05	0	0.00	2	0.00	6	0.00
Norway	19 522	1.21	53 262	1.38	102 033	1.03	10 050	0.62	23 527	0.68	27 201	0.26
Portugal	5 431	0.34	11 822	0.31	12 084	0.12	681	0.04	7 329	0.21	8 921	0.09
Sweden	47 155	2.92	125 705	3.25	255 304	2.58	3 983	0.25	12 871	0.37	34 001	0.33
Switzerland	48 106	2.98	102 405	2.65	263 175	2.66	30 007	1.85	73 318	2.11	96 253	0.93
OTHER EUROPE	22 945	1.42	70 575	1.83	205 466	2.08	3 870	0.24	17 361	0.50	31 273	0.30
Malta	953	0.06	2 076	0.05	8 095	0.08	5 ⁶	0.00	1 233 ²	0.04
Spain	12 554	0.78	50 662	1.31	161 818	1.63	3 557	0.22	15 269	0.44	27 949	0.27
Yugoslavia	9 438	0.58	17 837	0.46	35 553	0.36	308	0.02	859	0.02	3 324	0.03
OCEANIA	40 392	2.50	126 490	3.27	250 256	2.53	1 062	0.07	3 155	0.09	10 323	0.10
Australia	35 106	2.17	111 009	2.87	223 358	2.26	795 ¹	0.05	2 534 ¹	0.07	8 120 ¹	0.08
New Zealand	5 286	0.33	15 481	0.40	26 898	0.27	267 ¹	0.02	621 ¹	0.02	2 203	0.02

1. Phonographic equipment not included.
2. Records and tapes not included.
3. Musical instruments not included.
4. Records and tapes only.
5. Phonographic equipment only.
6. Musical instruments only.

ANNEX III - TABLE 4

Imports and exports of cultural goods under Category 4 (Visual arts)
as percentages of world total
(values in thousands of US \$)

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
WORLD TOTAL	304 227	100.00	682 271	100.00	1 665 743	100.00	235 418	100.00	493 280	100.00	1 123 165	100.00
DEVELOPING COUNTRIES	5 586	1.84	15 757	2.31	20 337	1.22	2 941	1.25	15 778	3.20	25 316	2.25
AFRICA	659	0.22	610	0.09	342	0.02	337	0.14	657	0.13	1 075	0.10
NORTH AFRICA	153	0.05	113	0.02	81	0.00	20	0.01	24	0.00	110	0.01
Algeria	93	0.03	22	0.00	3 ²	0.00	10 ¹	0.00	8 ¹	0.00	0	0.00
Libyan Arab Jamahiriya	33	0.01	40	0.01	3 ²	0.00	0	0.00	0	0.00	0	0.00
Morocco	3	0.00	36	0.01	0	0.00	3	0.00	7	0.00	18	0.00
Sudan	1 ¹	0.00	6 ¹	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Tunisia	22	0.01	2	0.00	74 ³	0.00	3 ¹	0.00	3 ¹	0.00	92	0.01
Egypt	1 ¹	0.00	7 ¹	0.00	1 ³	0.00	4 ¹	0.00	6 ¹	0.00	0	0.00
CUSTOMS & ECONOMIC UNION OF CENTRAL AFRICA (CEUCA)	40	0.01	25	0.00	8	0.00	20	0.01	3	0.00	39	0.00
Cameroon, United Rep. of	32	0.01	6 ¹	0.00	7	0.00	19	0.01	2	0.00	39	0.00
Central African Republic	0	0.00	0	0.00	1 ³	0.00	0	0.00	0	0.00	0	0.00
Chad	7 ¹	0.00	0	0.00	0	0.00	0	0.00
Congo	0	0.00	1	0.00	0	0.00	0	0.00
Gabon	1 ¹	0.00	18	0.00	1 ³	0.00	1 ³	0.00
OTHER AFRICA	466	0.15	472	0.07	253	0.02	297	0.13	630	0.13	926	0.08
Angola	14 ¹	0.00	2 ¹	0.00
Burundi	0	0.00	0	0.00
Zaire	155	0.05	1 ³	0.00	17	0.01	7 ¹	0.00
Benin	0	0.00	4 ³	0.00
Ethiopia	0	0.00	1 ¹	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Gambia	0	0.00	0	0.00	0	0.00	0	0.00
Ghana	42	0.01	9 ³	0.00	5 ³	0.00	1 ³	0.00
Ivory Coast	26	0.01	180	0.03	123	0.05	422	0.09
Kenya	111	0.02	153	0.01	24 ¹	0.00	42	0.00
Liberia	18	0.01	4	0.00	0	0.00	6	0.00	1 ¹	0.00	0	0.00
Madagascar	30	0.01	1 ³	0.00	4	0.00	4 ¹	0.00	0	0.00	4 ¹	0.00
Malawi
Mali	5	0.00	0	0.00	0	0.00	7	0.00
Mauritania	2	0.00	0	0.00
Mauritius	8	0.00	13	0.00	2	0.00	6 ³	0.00
Niger	19	0.01	0	0.00
Nigeria
Guinea Bissau	1 ¹	0.00	0	0.00	0	0.00	0	0.00
Reunion	25	0.01	47	0.01	58	0.00	2 ¹	0.00	1 ²	0.00	1 ¹	0.00
Senegal	90	0.03	67	0.01	15	0.00	109	0.05	45	0.01	751	0.07
Seychelles
Sierra Leone
Somalia
Togo	3 ³	0.00	9 ³	0.00	1 ³	0.00	8 ³	0.00
Uganda	0	0.00	1 ³	0.00	0	0.00	0	0.00
Tanzania, United Rep. of	0	0.00	3 ³	0.00	15	0.00	0	0.00	5 ¹	0.00	7 ¹	0.00
Burkina Faso	0	0.00	21	0.00	8	0.00	21	0.01	103	0.02	121	0.01
Zambia	28	0.01	4	0.00	1 ³	0.00	0	0.00
AMERICA	4 439	1.46	10 928	1.60	5 146	0.31	817	0.35	7 128	1.45	3 387	0.30
NORTH AMERICA	69	0.00	165	0.01
Bermuda
Greenland	69	0.00	165	0.01
Saint Pierre & Miquelon	0	0.00	0	0.00
LATIN AMERICAN FREE TRADE ASSOCIATION (LAFTA)	4 100	1.35	10 458	1.53	4 569	0.27	771	0.33	6 959	1.41	2 878	0.26
Argentina	19	0.01	3	0.00	559	0.03	3 ¹	0.00	11	0.00	173	0.02
Bolivia	1 ¹	0.00	10	0.00	5 ¹	0.00	3 ¹	0.00
Brazil	53	0.02	5 807	0.85	14	0.00	3 ¹	0.00	3 ¹	0.00	106	0.01
Chile	55	0.02	8	0.00	4 ¹	0.00	8 ¹	0.00
Colombia	488	0.16	4	0.00	22	0.00	0	0.00	2 352	0.48	685	0.06
Ecuador	130	0.04	30	0.00	191	0.01	0	0.00	2	0.00
Mexico	757	0.25	1 207	0.18	546	0.23	2 451	0.50
Paraguay	5	0.00	5	0.00	0	0.00	0	0.00
Peru	14 ¹	0.00	33	0.00	38	0.00	8	0.00	1 496	0.30	917	0.08
Uruguay	0	0.00	0	0.00	2 ¹	0.00	0	0.00	0	0.00	27 ³	0.00
Venezuela	2 578	0.85	3 351	0.49	3 743	0.22	202	0.09	633	0.13	970	0.09

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	298 641	98.16	666 514	97.69	1 645 406	98.78	232 477	98.75	477 502	96.80	1 097 849	97.75
NORTH AMERICA	108 215	35.57	253 907	37.21	528 436	31.72	41 279	17.53	76 665	15.54	161 840	14.41
Canada	11 346	3.73	30 602	4.49	48 148	2.89
United States of America	96 869	31.84	223 305	32.73	480 288	28.83	41 279	17.53	76 665	15.54	161 840	14.41
ASIA	31 242	10.27	65 794	9.64	172 449	10.35	2 297	0.98	7 115	1.44	8 832	0.79
Israel	3 323	1.09	3 725	0.55	17 422	1.05	943	0.40	2 094	0.42	4 573	0.41
Japan	27 919	9.18	62 069	9.10	155 027	9.31	1 354	0.58	5 021	1.02	4 259	0.38
EUROPE	156 813	51.54	329 716	48.33	904 553	54.30	188 272	79.97	391 448	79.36	917 008	81.64
EEC	131 351	43.18	250 199	36.67	773 819	46.45	153 884	65.37	308 088	62.46	756 142	67.32
Belgium-Luxembourg	2 004	0.66	9 922	1.45	14 412	0.87	3 318	1.41	3 915	0.79	13 188	1.17
Denmark	649	0.21	1 173	0.17	3 350	0.20	593	0.25	1 985	0.40	4 850	0.43
France	3 190	1.05	21 341	3.13	55 891	3.36	36 792	15.63	58 042	11.77	145 709	12.97
Germany, Federal Rep. of	13 522	4.44	29 750	4.36	114 279	6.86	19 009	8.07	31 528	6.39	103 458	9.21
Greece	142	0.05	200	0.03	459	0.03	81	0.03	39	0.01	52	0.00
Ireland	773	0.25	589	0.09	2 211	0.13	137	0.06	370	0.08	2 352	0.21
Italy	2 522	0.83	2 405	0.35	3 744	0.22	4 310	1.83	9 617	1.95	24 044	2.14
Netherlands	4 815	1.58	13 213	1.94	47 291	2.84	5 123	2.18	9 120	1.85	52 730	4.69
United Kingdom	103 734	34.10	171 606	25.15	532 182	31.95	84 521	35.90	193 472	39.22	409 759	36.48
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	25 002	8.22	71 975	10.55	122 938	7.38	33 233	14.12	80 879	16.40	152 952	13.62
Austria	1 515	0.50	3 211	0.47	7 869	0.47	3 402	1.45	5 182	1.05	6 721	0.60
Faeroe Islands	35	0.00	0	0.00
Finland	299	0.10	472	0.07	1 157	0.07	46	0.02	35	0.01	714	0.06
Iceland	6	0.00	35	0.01	117	0.01	1 ¹	0.00	0	0.00	0	0.00
Norway	517	0.17	988	0.14	2 499	0.15	256	0.11	415	0.08	2 000	0.18
Portugal	97	0.03	65	0.01	111	0.01	21	0.01	40	0.01	32	0.00
Sweden	2 722	0.89	6 526	0.96	7 927	0.48	2 601	1.10	964	0.20	8 753	0.78
Switzerland	19 846	6.52	60 678	8.89	103 223	6.20	26 906	11.43	74 243	15.05	134 732	12.00
OTHER EUROPE	460	0.15	7 542	1.11	7 796	0.47	1 155	0.49	2 481	0.50	7 914	0.70
Malta	32	0.01	98	0.01	118	0.01	20	0.01	2 ¹	0.00	2 ¹	0.00
Spain	422	0.14	7 427	1.09	7 599	0.46	1 117	0.47	2 478	0.50	7 851	0.70
Yugoslavia	6	0.00	17	0.00	79	0.00	18	0.01	1	0.00	61	0.01
OCEANIA	2 371	0.78	17 097	2.51	39 968	2.40	629	0.27	2 274	0.46	10 169	0.91
Australia	2 020	0.66	15 273	2.24	38 164	2.29	629	0.27	2 274	0.46	8 469	0.75
New Zealand	351	0.12	1 824	0.27	1 804	0.11	1 700	0.15

1. Paintings, drawings and pastels only.
2. Engravings, prints and lithographs only.
3. Sculptures and statuary only.

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	1 306 946	86.47	3 017 188	85.08	7 619 950	85.57	1 540 790	98.94	3 241 592	96.43	8 907 224	96.72
NORTH AMERICA	290 592	19.23	596 251	16.81	1 554 967	17.46	320 649	20.59	781 627	23.25	1 951 998	21.20
Canada	88 865	5.88	196 515	5.54	423 657	4.76	16 823 ¹	1.08	31 751 ¹	0.94	88 064 ²	0.96
United States of America	201 727	13.35	399 736	11.27	1 131 310	12.70	303 826	19.51	749 876	22.31	1 863 934	20.24
ASIA	56 051	3.71	168 044	4.74	391 053	4.39	271 454	17.43	710 452	21.14	2 372 545	25.76
Israel	6 652	0.44	14 030	0.40	24 702	0.28	544	0.03	158 ²	0.00	20 292	0.22
Japan	49 399	3.27	154 014	4.34	366 351	4.11	270 910	17.40	710 294	21.13	2 352 253	25.54
EUROPE	910 606	60.25	2 130 629	60.08	5 439 403	61.08	941 621	60.46	1 724 578	51.30	4 513 677	49.01
EEC	682 462	45.15	1 615 483	45.55	4 296 393	48.24	891 100	57.22	1 607 764	47.83	4 117 393	44.71
Belgium-Luxembourg	44 185	2.92	105 299	2.97	236 343	2.65	142 773	9.17	293 764	8.74	874 660	9.50
Denmark	29 772	1.97	54 773	1.54	114 089	1.28	2 504	0.16	6 056	0.18	17 353	0.19
France	134 559	8.90	330 682	9.32	890 715	10.00	83 593	5.37	197 425	5.87	595 769	6.47
Germany, Federal Rep. of	181 309	12.00	478 819	13.50	1 181 449	13.27	283 093	18.18	557 084	16.57	1 173 552	12.74
Greece	6 380	0.42	14 879	0.42	37 015	0.42	15	0.00	437	0.01	920	0.01
Ireland	5 135	0.34	12 987	0.37	42 749	0.48	1 050	0.03	10 876	0.12
Italy	84 687	5.60	194 354	5.48	478 673	5.38	46 219	2.97	84 124	2.50	202 662	2.20
Netherlands	101 824	6.74	181 103	5.11	479 190	5.38	104 920	6.74	163 670	4.87	439 569	4.77
United Kingdom	94 611	6.26	242 587	6.84	836 170	9.39	227 983	14.64	304 154	9.05	802 032	8.71
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	182 996	12.11	400 315	11.29	893 100	10.03	47 304	3.04	106 514	3.17	364 740	3.96
Austria	21 416	1.42	64 894	1.83	154 919	1.74	955 ²	0.06	3 117 ²	0.09	76 774	0.83
Faeroe Islands	614	0.01	0	0.00
Finland	15 504	1.03	40 963	1.16	95 984	1.08	223	0.01	903	0.03	3 242	0.04
Iceland	634	0.04	1 901	0.05	4 204	0.05	0	0.00	0	0.00	0	0.00
Norway	15 752	1.04	40 754	1.15	90 937	1.02	1 202	0.08	1 944	0.06	4 851	0.05
Portugal	6 791	0.45	16 482	0.46	55 146	0.62	153	0.01	4 011	0.12	27 132	0.29
Sweden	65 255	4.32	112 322	3.17	220 511	2.48	18 891	1.21	33 768	1.00	66 255	0.72
Switzerland	57 644	3.81	122 999	3.47	270 785	3.04	25 880	1.66	62 771	1.87	186 486	2.02
OTHER EUROPE	45 148	2.99	114 831	3.24	249 910	2.81	3 217	0.21	10 300	0.31	31 544	0.34
Malta	1 826	0.12	1 658	0.05	3 698	0.04	8 ⁵	0.00	13 ⁵	0.00
Spain	33 423	2.21	90 266	2.55	195 759	2.20	2 247	0.14	7 945	0.24	27 340	0.30
Yugoslavia	9 899	0.65	22 907	0.65	50 453	0.57	970	0.06	2 347	0.07	4 191	0.05
OCEANIA	49 697	3.29	122 264	3.45	234 527	2.63	7 066	0.45	24 935	0.74	69 004	0.75
Australia	39 703	2.63	98 436	2.78	193 315	2.17	6 924	0.44	24 613	0.73	68 499	0.74
New Zealand	9 994	0.66	23 828	0.67	41 212	0.46	142	0.01	322	0.01	505	0.01

1. Photographic cameras not included.
2. Cinematographic cameras not included.
3. Photographic and cinematographic supplies not included.
4. Photographic cameras only.
5. Photographic and cinematographic supplies only.

COUNTRIES	IMPORTS						EXPORTS					
	1970		1975		1980		1970		1975		1980	
	Values	%	Values	%	Values	%	Values	%	Values	%	Values	%
DEVELOPED COUNTRIES	1 570 578	87.35	4 199 669	84.59	8 178 054	77.14	1 789 255	92.38	4 392 819	87.60	8 728 373	76.57
NORTH AMERICA	873 096	48.56	1 274 029	25.66	2 722 817	25.68	107 001	5.50	244 234	4.87	532 289	4.67
Canada	79 223	4.41	192 615	3.88	352 037	3.32	29 243	1.50	31 121	0.62
United States of America	793 873	44.15	1 081 414	21.78	2 370 780	22.36	77 758	3.99	213 113	4.25	532 289	4.67
ASIA	13 427	0.75	46 489	0.94	100 618	0.95	1 080 491	55.51	2 117 848	42.23	4 771 715	41.86
Israel	11 466	0.64	14 842	0.30	17 111	0.16	1 657 ²	0.09	8 772 ²	0.17	38 050 ²	0.33
Japan	1 961	0.11	31 647	0.64	83 507	0.79	1 078 834	55.42	2 109 076	42.06	4 733 665	41.53
EUROPE	674 898	37.54	2 568 959	51.74	5 174 994	48.81	610 253	31.35	2 027 682	40.44	3 421 077	30.01
EEC	461 733	25.68	1 925 989	38.79	4 030 996	38.02	493 687	25.36	1 628 050	32.47	2 822 485	24.76
Belgium-Luxembourg	25 789	1.43	137 671	2.77	269 513	2.54	79 678	4.09	276 253	5.51	479 354	4.21
Denmark	20 145	1.12	109 993	2.22	91 187	0.86	12 630	0.65	33 289	0.66	63 772	0.56
France	47 500	2.64	275 023	5.54	601 948	5.68	21 946	1.13	73 498	1.47	125 101	1.10
Germany, Federal Rep. of	126 128	7.01	523 537	10.54	1 047 033	9.88	219 660	11.28	669 213	13.35	1 387 655	12.17
Greece	5 550	0.31	12 110	0.24	27 427	0.26	0	0.00	283 ¹	0.01	164 ¹	0.00
Ireland	1 894	0.11	12 355	0.25	57 313	0.54	3 125	0.16	6 465	0.13	19 363	0.17
Italy	25 609	1.42	100 013	2.01	695 079	6.56	82 756	4.25	191 538	3.82	205 799	1.81
Netherlands	149 689 ²	8.33	432 410	8.71	561 322	5.29	47 490 ²	2.44	197 560 ²	3.94	304 987	2.68
United Kingdom	59 429	3.31	322 877	6.50	680 174	6.42	26 402	1.36	179 951	3.59	236 290	2.07
EUROPEAN FREE TRADE ASSOCIATION (EFTA)	196 112	10.91	578 503	11.65	894 412	8.44	110 154	5.66	387 691	7.73	541 846	4.75
Austria	27 551	1.53	99 855	2.01	160 874	1.52	34 786	1.79	123 283	2.46	175 226	1.54
Faeroe Islands	2 068	0.02	0	0.00
Finland	8 298	0.46	42 260	0.85	79 479	0.75	15 919	0.82	81 428	1.62	133 348	1.17
Iceland	912	0.05	1 682	0.03	5 582	0.05	0	0.00	0	0.00	0	0.00
Norway	13 295	0.74	65 141	1.31	107 559	1.01	12 621	0.65	34 227	0.68	5 008	0.04
Portugal	19 876	1.11	32 548	0.66	25 314	0.24	15 478	0.80	55 208	1.10	78 820	0.69
Sweden	63 996	3.56	176 578	3.56	218 728	2.06	28 559	1.47	86 909	1.73	120 390	1.06
Switzerland	62 184 ¹	3.46	160 439 ¹	3.23	294 808 ²	2.78	2 791 ¹	0.14	6 636 ¹	0.13	29 054 ²	0.25
OTHER EUROPE	17 053	0.95	64 467	1.30	249 586	2.35	6 412	0.33	11 941	0.24	56 746	0.50
Malta	1 160	0.06	1 434	0.03	2 803	0.03	234 ¹	0.00
Spain	7 342	0.41	42 515	0.86	187 618	1.77	2 426	0.12	4 747	0.09	29 370	0.26
Yugoslavia	8 551	0.48	20 518	0.41	59 165	0.56	3 986	0.20	6 960	0.14	27 376	0.24
OCEANIA	9 157	0.51	310 192	6.25	179 625	1.69	510	0.03	3 055	0.06	3 292	0.03
Australia	6 550	0.36	301 452	6.07	176 922	1.67	475	0.02	3 024	0.06	1 907	0.02
New Zealand	2 607	0.14	8 740	0.18	2 703	0.03	35	0.00	31	0.00	1 385	0.01

1. Television receivers only.
2. Radio receivers only.

