St. Louis - General Office

April 11, 1969

→ H. S. Bergen - HBERG
J. G. Bryant
D. S. Cameron - BRUSSELS

WORLD MARKET FOR CAPACITOR AROCLOR AND TRANSFORMER ASKARELS

D. A. Olson - DOLSO

Pursuant to your coming visit to Brussels, we summarized the world (domestic and export) sales of the producers of capacitor and transformer askarels as attached.

These summarized data stem from the recorded world-wide sales figures which are also tabulated for your convenient perusal.

From this, and market information given in the ME 1969 Market Report and our World Product Strategy, we outline the countries where Monsanto should pursue the markets strongly.

When you visit with Don Cameron we would appreciate having his views of 1970 estimated domestic and export sales for Monsanto ME, Bayer and Prodelec. Is there any evidence that Bayer and Prodelec have, or may shortly expand their production capacities?

Thank you.

P. G. Benignus

/ecd
Enclosures

DSW 200011

1968 WORLD SALES OF CAPACITOR AROCLOR AND TRANSFORMER ASKARELS BY PRODUCERS

Manufacturers	Use	MILLIONS OF POUNDS Domestic	Export	Grand Totals
Monsanto U.S.A.	Capacitor	26.4	3.9	30.3
	Transformer	18.7	3.1	21.8
	Totals	45.1	7.0	52.1
Monsanto U.K.	Capacitor	2.6	1.4	4.0
	Transformer	0.8	0.8	1.6
	Totals	3.4	2.2	5.6
Bayer	Capacitor	2.4	3.4	5.8
	Transformer	4.3	2.0	6.3
	Totals	6.7	5.4	12.1
Prodelec	Capacitor	1.4	3.6	5.0
	Transformer	7.3	1.1	8.4
	Totals	8.7	4.7	13.4
Caffaro	Capacitor	0.8	0.5	1.3
	Transformer	1.4	1.1	2.5
	Totals	2.2	1.6	3.8
Flix	Capacitor	0.6	-	0.6
	Transformer	1.7	-	1.7
	Totals	2.3		2.3
Kanegafuchi	Capacitor	4.0 (Est)	-	4.0
	Transformer	0.2	-	0.2
	Totals	4.2		4.2
East Germany		?		?
Russia		?		?
		72.6	20.9	93.5

Monsanto has slightly over 60 percent of the total world market, but only 44 percent of the export sales which, however, represent only 23 percent of the total market.

DSW 200012

WORLD-WIDE
CAPACITOR AROCLOR 1968 SALES
BY PRODUCERS IN THE VARIOUS COUNTRIES

Country	Total Volume	Monsanto	Bayer	Prodelec	Caffaro	Kaneka
	THOUSANDS OF POUNDS					
Domestic						
1. U.S.A.	26,400	26,400(USA)	-	-	-	-
2. UK	2,640	2,640(ME)	-	-	-	-
3. Germany	2,465	-	2,355	110	-	-
4. France	1,727	-	220	1,386	121	-
5. Italy	3,398	320(ME) 174(USA)	1,034	1,122	748	-
6. Japan	804	364(USA)	220	220	-	?
EEC Now Domestic						
7. Holland(Bayer)	396	-	396	-	-	-
8. Belgium(Prodelec)	506	-	-	506	-	-
EFTA						
9. Switzerland	330	-	66	264	-	-
10. Austria	198	-	154	44	-	-
11. Denmark	99	11(ME)	22	66	-	-
12. Norway	22	22(ME)	-	-	-	-
13. Finland	176	132(ME)	-	44	-	-
14. Sweden	737	77(ME)	-	660	-	-
15. Portugal	-	-	-	-	-	-
South Europe						
16. Spain	818	231(ME) 26(USA)	-	561*	-	-
*Manufactured in Spain by Flix, affiliate of Prodelec						
17. Yugoslavia	484	-	264	220	-	-
18. Israel	99	66(ME)	-	33	-	-
19. Poland	385	330(ME)	-	55	-	-
20. Romania	264	-	264	-	-	-
21. Czechoslavakia	11	11(ME)	-	-	-	-
22. Hungary	44	-	44	-	-	-
23. Bulgaria	-	-	-	-	-	-
24. East Germany	198	-	198	-	-	-
25. Russia	-	-	-	-	-	-
26. Canada	1,206	1,206(US	-	-	-	-
27. Mexico	508	508(USA)	-	-	-	-
South America						
28. Argentina	280	38(USA)	88	154	-	-
29. Brazil	650	560(USA)	70	20	-	-
Asia-Pacific						
30. Australia	950	950(USA)	-	-	-	-
31. Hong Kong	45	1(USA)	44	-	-	-
32. Taiwan(Formosa)	165	-	55	110	-	-
33. India	509	172(ME) 7(USA)	220	110	-	-
34. Red China	440	-	-	-	440	-
Others	166	1(USA)	165	-	-	-
Totals	47,120	4,012(ME) 30,235(USA) 34,247(Combined)	5,879	5,685	1,309	-

DSW 200013

2.

STLCOPCB4058077

WORLD-WIDE
TRANSFORMER ASKAREL - 1968 SALES
BY PRODUCERS IN THE VARIOUS COUNTRIES

	Country	Total Volume (THOUSANDS OF POUNDS)	Monsanto	Bayer	Prodelec	Caffaro	Kaneka
Domestic							
1.	U.S.A.	18,700	18,700 (USA)	-	-	-	-
2.	UK	752	559 (ME)				
			193 (USA)	-	-	-	-
3.	Germany	4,510	-	4,300	?	210	-
4.	France	7,662	-	?	7,330	330	-
5.	Italy	1,550	-	110	-	1,440	-
6.	Japan	200	45 (USA)	-	-	-	155
EEC and Nondomestic							
7.	Holland	110	-	110	-	-	-
8.	Belgium	1,144	-	616	308	220	-
EFTA							
9.	Switzerland	231	11 (ME)	55	110	55	-
10.	Austria	55	-	55	-	-	-
11.	Denmark	-	-	-	-	-	-
12.	Norway	13	13 (ME)	-	-	-	-
13.	Finland	-	-	-	-	-	-
14.	Sweden	-	-	-	-	-	-
15.	Portugal	220	-	110	110	-	-
South Europe							
16.	Spain	2,200	500 (ME)	-	1,700*	-	-
		*Made in Spain by Flix, associate of Prodelec					
17.	Yugoslavia	176	-	-	176	-	-
18.	Israel	165	165 (ME)	-	-	-	-
East Europe							
19.	Poland	22	-	22	-	-	-
20.	Romania	11	-	11	-	-	-
21.	Czechoslovakia	-	-	-	-	-	-
22.	Hungary	11	-	11	-	-	-
23.	Bulgaria	-	-	-	-	-	-
24.	East Germany		(Have their own chlorinated biphenyl plant)				
25.	Russia		(Have their own chlorinated biphenyl plant)				
26.	Canada	2,121	2,121 (USA)	-	-	-	-
27.	Mexico	200	200 (USA)	-	-	-	-
South America							
28.	Argentina	2	2 (USA)	-	-	-	-
29.	Brazil	204	160 (USA)	44	-	-	-
30.	Puerto Rico	1	1 (USA)	-	-	-	-
31.	Columbia	17	17 (USA)	-	-	-	-
32.	Peru	25	25 (USA)	-	-	-	-
33.	Chile	80	80 (USA)	-	-	-	-
Asia-Pacific							
34.	Australia	320	144 (USA)	-	176	-	-
35.	India	144	1 (USA)	88	55	-	-
36.	Red China	88	-	-	88	-	-
37.	Vietnam	3	3 (USA)	-	-	-	-
38.	Turkey	1	1 (USA)	-	-	-	-
39.	Iraq	1	1 (USA)	-	-	-	-
40.	Pakistan	67	67 (USA)	-	-	-	-
41.	South Africa	75	75 (USA)	-	-	-	-
42.	Others	1,224	264 (ME)	770	-	187	-
			3 (USA)				
	Totals	42,303	21,839 (USA)	6,302	10,053	2,442	155
			1,512 (ME)				
			23,351 (Combined)				

DSW 200014

3.

STLCOPCB4058078

AREAS WHERE MONSANTO, ME SHOULD OR SHOULD NOT CONCENTRATE MARKETING

Country	Remarks
Poland	Pursue strongly
Romania	Pursue if we can make a swap arrangement as done by Bayer.
Czechoslovakia	Pursue strongly
East Germany	Do not pursue
Russia	Evaluate potential
Spain	General Electric put Flix in business; strong transformer market. Monsanto, ME return is low. Maintain present limited capacitor market position and remain alert to developments.
Italy	Monsanto, ME return is poor. Market is relatively large. To justify strong ME pursuit would require major step like purchasing Caffaro.
Yugoslavia	Pursue strongly
Sweden	Pursue strongly
Norway	Pursue strongly
Finland	Pursue strongly
Denmark	Business indicated small
Switzerland	Competition very strong against us. Low priority.
Holland	Do not pursue
Belgium	Do not pursue
Austria	Pursue strongly

DSW 200015

4.

Country	Remarks
Portugal	Do not pursue
Israel	Hold present business
Hungary	Evaluate potential
Bulgaria	Evaluate potential

SUMMARY

The strong areas for Monsanto, ME are:

The UK, Scandanavia and Eastern Europe. Considering local competition, Spain and Italy are worthy for maintaining business.

AREAS WHERE MONSANTO U.S.A.

SHOULD CONCENTRATE MARKETING

Country	Remarks
U.S.A	Pursue Strongly
Canada	Pursue Strongly
Australia	Pursue Strongly
India	Pursue Strongly
Japan	Pursue Strongly
Mexico	Pursue Strongly
Brazil	Pursue Strongly
Argentina	Pursue if economics warrant.

We hold essentially 100 percent of the business in all of these countries, except Japan and India. Our efforts in these latter countries are just beginning. Both have good potentials, and the market magnitudes need to be confirmed.

DSW 200017

STLCOPCB4058081