

350 and 400 million bushels, but it will take hard selling and some favourable circumstances to enable the Wheat Board to achieve the 400-million bushel figure. Recently, however, there are signs for a healthier market and we are pushing against all doors.

On the positive side, exports of forest, metal and mineral products as a whole, should show good increases this year.

However, it is clear that if we are to meet the \$12.3-billion target we are going to have to continue to make major gains in exports of manufactured goods. And this is going to require a quick and vigorous response to Kennedy Round opportunities as well as strong efforts to contain the still persisting upward pressures on costs and prices.

#### TRADE PROMOTION PROGRAMMES

...Since we are approaching the start of a new fiscal year with a recently-revised departmental organization and with fresh infusions of funds to carry out our trade promotion programmes, I should like to highlight for you briefly something of the major thrust of our promotion plan for 1968.

One area in which we are making particular efforts to improve and streamline our operation is in our facilities to provide financing and our activities related to external aid. The existing Financing Aid Division has been transferred to the trade promotion wing of the Department and has been expanded to the status of a branch reporting directly to the Assistant Deputy Minister (Trade Promotion).

As you know, a detailed review is now being carried out with the assistance of Mr. J. Douglas Gibson, of the availability, cost, terms and conditions of financing from official and private sources in support of export. We anticipate the need to make certain amendments to the Export Credits Insurance Act and to introduce other measures to ensure that Canadian exporters are supported by adequate and competitive financing facilities. We have very much in mind the broad range of trade-promotional measures, including new financial supports, presently being contemplated in the United States.

Our officials were authorized recently to take initiative in bringing foreign-investment opportunities to the attention of Canadian firms, where this appears to be in the national interest and to provide assistance as necessary. We are in addition exploring a number of new techniques to encourage Canadian private investment in developing countries, including a facility to insure such business against certain non-commercial risks not encountered in domestic investment.

#### WORK WITH TRADE ASSOCIATIONS

During 1968, our promotional efforts will be concentrated more than ever before on a close integration of departmental interests with export committees of trade associations. This, of course, will not be at the expense of our continuing service to individual firms.

As you know, our efforts to encourage industries to set up export committees - a recommendation of

this Council - have met with considerable success. As of the first of this month, 27 new export committees are being formed following on the letter I wrote to all major trade associations. This is in addition to the 30 associations already organized for export.

Our work with associations will concentrate on: providing a focal point for transmitting information to the largest number of firms in specific manufacturing sectors; making more firms aware of new export opportunities, particularly in the U.S. market; encouraging trade associations to formulate their own expertise and assistance.

What with our efforts to develop closer ties with industry associations, and our follow-up work providing information on the Kennedy Round, we are going to have more officers "on the road" working with industry this year than ever before in our history.

#### PROMOTIONAL SUPPORT

Last year, one of our most successful promotional ventures was "Operation Export 1967". You may be interested to know that to date over \$22 million of new export business has been directly attributed to Operation Export, of which \$17.5 million was by exporters new to the market when the business was written. Our posts are still investigating the market for over 5,000 individual enquiries.

This year, we will continue in other ways to develop more awareness and use of our services to exporters:

(1) The toll-free Zenith telephone arrangement which drew thousands of calls to our regional offices in 1967 has been updated to Zenith 0-1968 and will be carried on through this year.

(2) An advertising campaign stressing the partnership of business and government in export promotion will run in major national and regional business publications.

(3) A new film depicting the role and services of the Department will be available in about a month's time for showing to business groups.

(4) A new procedure, for reporting in the Department's magazine *Foreign Trade* based on an examination of the priorities of Canadian trade opportunities and the need for foreign market information has been developed. This will make the publication more effective in communicating business opportunities to Canadian exporters.

#### TRADE FAIRS AND MISSIONS

A new programme of trade-fair participation has recently been approved. Participation in 78 fairs is planned during the 18-month period from January 1968 to June 1969.

A new programme of 35 trade missions will go into effect April 1. This year's programme will strike a good balance between outgoing missions of Canadian businessmen (20) and incoming missions of foreign buyers (15). During centennial year, of course, our emphasis was primarily on the incoming type of mission....