

it is in their interests as well as ours that the products we produce best be admitted into their countries free of unfair competition. Needless to say, this is a give and take proposition and we must expect to make some concessions as well. The point I most particularly want to make is that this activity on a governmental level goes on all the time and in a variety of ways. Negotiations at GATT or formal contacts with the European Economic Community perhaps attract most public notice, but the fact should not be overlooked that our Government is continually exploring and appraising the situation and encouraging the adjustments which must be made to meet the changes as they come along. Not less important than the governmental efforts however are those of the producer, the exporter and the distribution agencies, because the success of governmental negotiation depends in good part on our demonstrated ability to deliver goods which are better, are cheaper, are acceptable to the foreign consumer, and can be obtained when wanted.

In the countries to which we sell or hope to sell, we are making a three-pronged selling attack. First of all Canada's trade commissioners in forty-nine countries of the world are really digging for new business. This is not a question of sitting in an office in an aura of diplomatic calm, processing queries from home about foreign markets. These men have been intensively trained. They know what Canada can do and they are bending every effort to make the opportunity for Canada to do it. One of the results of the Trade Promotion Conference was that these men came home and met many Canadian businessmen, and the businessmen gained a new appreciation of the knowledge and capability of the commissioners. Needless to say, the commissioners must be backed up by the export industry. Whatever good groundwork they may lay, it is still industry that must produce the goods.

Complementary to the full-time efforts of the trade commissioners are those of the trade missions which are now being sent in increasing numbers into potential market areas. In October, 1961, after careful study and evaluation of six missions sent abroad in the previous year, the Minister of Trade and Commerce announced that twenty-four new missions would go out between then and the end of 1962. From the results obtained to date, it is clear that the missions are performing a most essential job. Foreign importers, brokers and distributors who usually have the task of actually placing our goods before the consumer have continually stressed the importance of seeing some of the people with whom they are doing business.

Ideally, of course, every exporter should make frequent calls in his market area but this is not always possible, especially when the initial volume of business is modest in size. Through the use of trade missions, however, representative businessmen go into the market areas and carry out this important contact. By personal contact they are able to overcome or help to overcome some of the obstacles to greater Canadian participation in those markets.

Hon. Mr. Roebuck: Can the honourable Leader of the Government give us the number of the people abroad representing the Department of Trade and Commerce and the cost of maintaining them?

Hon. Mr. Aseltine: No, I have not that information.

The members of the trade missions are experienced men in the particular industry their mission represents; they can analyse the market and, as far as possible, sort out any problems on the spot, and finally report to all members of the industry at home so that all may benefit from the efforts of the mission. A great many of these people who go on foreign missions are themselves the manufacturers and producers of the goods and they go at their own expense.

Our missions differ from those sent out by some other countries in that they are generally small in size and highly specialized. Up until recently many Canadian industries have been solely oriented towards domestic or traditional markets. The trade missions have served not only to draw the attention of Canadians to other export possibilities but also to indicate the necessity of more co-operation and consultation within the industries than has been usual in the past. Problems of quality standards, packaging, and labeling are among those which call for collective activity in some cases.

I think the Minister of Trade and Commerce is to be congratulated on his efforts in respect to these trade missions. He is doing an excellent job and one that is absolutely essential if we are going to increase our trade, which is what we are out to do.

Of the trade missions sent out in 1961, some were sent to Europe to study the oil-seeds and paper possibilities. Another, concerned with lumber and wood products, went to the eastern United States. This year some of the missions planned are as follows: A fisheries mission will visit the Caribbean and Latin America for the purpose of looking into the possibilities of greater markets for our salt fish from the Atlantic provinces and Quebec. Another fisheries mission will go to Europe, where a growing demand for