

3. That the economy of Canada is to a large degree, or almost wholly, complementary to most of the countries visited. We require constantly increasing quantities of such products as:-

- a) Cotton
- b) Coffee
- c) Nuts of various varieties
- d) Citrus and Tropical Fruits
- e) Rubber

and despite our own increasing production in those fields, substantial quantities of petroleum for our eastern seaboard, and iron ore for our rapidly increasing steel industry

4. That Canada is in a position to supply not only newsprint, aluminum, grains, potatoes, apples, cod-fish, lumber and similar basic commodities, but also capable of shipping large quantities of heavy and light manufactured goods, definitely competitive in quality and price, as indicated by growing percentage of the latter type products in our total exports

5. Canada's organized interest in buying as well as selling was described and also specifically stressed in the form of invitations to various countries to send their own trade missions to Canada.

The above fundamentals were stressed in virtually all speeches. The very notable growth in production and consumption of Canada was explained, and their importance stressed as an indication of the great purchasing and supplying power that Canada represents for the producers and importers of the various countries visited.

Reactions to the foregoing specific approaches were most favourable. (See attached comments by countries.)

General Findings

Practically every country visited expressed a keen interest in developing direct shipments of their coffee, sugar or other products to Canada, rather than indirect shipping as prevails in some cases at present. The Mission concurred heartily in this.

Canadian Investments

These are very substantial in some of the countries, particularly Brazil through the Brazilian Traction, Venezuela; and to a degree, in Colombia and Mexico. The Latin American countries would all welcome more Canadian capital investment. Profit returns have been excellent in several of the Republics, and some members of the Mission took occasion to check investment possibilities for their own industries, and possibly for their counterparts in Canada.

Canadian Embassies and Trade Commissioners

The high standard of efficiency, good taste and energy displayed by our Embassies and Trade Commissioners was most impressive. The young men in the Trade Commissioner Service, many of them veterans of the army, navy or airforce, were outstanding in their assistance and cooperation with the Mission. And more impor-