

have simple cooking facilities but are without hot water or electricity, also attract a large number of campers.

Camping in national parks has increased at an average annual rate of 10 per cent over the last 15 years.

BUSINESS AND GOVERNMENT

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devise suitable approaches and techniques to solve the problems that will arise. In this situation, close and continuing consultation between government and business is particularly important. Businessmen who have been following the evolution of the world trading system will already be considering how best to gear their operations to the trends which are now in evidence.

I intend to keep in close touch with businessmen on these matters and I invite you to give the Government the benefit of your advice and guidance. I wish to encourage a continuing exchange of information and ideas. The full use of the services of the Department are available to you in searching out and taking hold of the opportunities for new export business. Our energies, resources and experience are at your disposal in this task. Trade and Commerce has been in the business of promoting exports for over 70 years. Its efficient and well-staffed foreign service covers every important market for Canadian goods. The interest and active support of the business community has enabled the Department to develop a variety of programmes designed to give greater thrust to our export effort.

TRADE FAIRS AND MISSIONS

Over 250 firms are taking part in trade fairs sponsored by the Department this fiscal year. Canadian goods are being shown at 38 fairs in eight different countries. A broad range of products is included - from housewares to electronic and nuclear equipment and from sporting goods to machine tools. Here is concrete evidence that Canada has come of age as an exporter of manufactured goods.

The Department's outgoing trade missions this fiscal year are spanning some 30 countries on all the continents. In addition, 90 visitors from Europe, the Caribbean, Malaysia and Japan are being brought to Canada to take a first-hand look at our export capabilities. Often these missions not only give our visitors a new appreciation of Canada as a source of supply but also lead to firm export orders....

Smaller firms are sometimes reluctant to tackle export markets because they feel there are special difficulties associated with foreign trade. To overcome this problem, the Department has helped to develop a basic course in exporting, in co-operation with the Department of Labour, and is now working on an advanced course which will be tested out towards the end of this year.

...Two new trade commissioner offices are to be opened this year. One of these will be in San Francisco. The location of the other is currently under consideration on the basis of the trade prospects in various market areas. The Department's network of regional offices within Canada is also to be further strengthened during 1966. In addition, there are plans to expand the trade fairs and trade missions programmes. These, and other steps should enable the Department to do a better job for the Canadian exporters and contribute to a further improvement in Canada's export performance....