

government in the nine countries will have their attention focussed on Canada as a market and a source of supply.

6. *Former Canadian Missions.* Over the years, various official and semi-official missions from Canada have visited Latin America. The Canadian Government, in conjunction with the Canadian Chamber of Commerce and the Canadian Manufacturers' Association, sent a large delegation to Buenos Aires in March, 1931, when the Canadian pavilion at the British Empire Exhibition was opened. Visits were also made at that time to Uruguay and Brazil.

The Hon. James A. MacKinnon, former Minister of Trade and Commerce, headed a trade mission to South America in 1941, and in February, 1946, he visited Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama and Colombia.

7. *Canadian Representatives in Latin America.* Canada recently appointed ambassadors to Colombia, Uruguay and Venezuela. One of the first functions of these officers will be to welcome Mr. Howe and the Trade Mission. Canada now has diplomatic missions at nine capitals in Latin America — the others are in Argentina, Brazil, Chile, Cuba, Mexico and Peru. In addition to Foreign Trade Service officers posted with the missions, there are Canadian Trade Commissioners in Ciudad Trujillo, Guatemala City and Sao Paulo.

8. *Trade with the Nine Countries.* The extent to which trade between Canada and the nine countries to be visited on the forthcoming mission has increased is indicated by the fact that the aggregate value of trade in 1951 amounted to \$404 million, compared with only \$27 million in 1938, immediately prior to the Second World War. Canadian exports have risen in value from \$15 million to \$166 million during those thirteen years. This increase indicates how great are the possibilities of the Latin American market for Canadian goods, and how much can be accomplished by continuous and intelligent efforts to sell in that area.

Canadian imports from the nine countries on the itinerary of the trade mission increased in value from \$12 million in 1938 to \$238 million in 1951.

9. *Government Officers on Mission.* Personnel on the Mission will include the following government officers:

Mr. Wm. Frederick Bull, Deputy Minister of Trade and Commerce.

Mr. Jules Léger, Assistant Under-Secretary of State for External Affairs.

Mr. Alfred Savard, Area Trade Officer, Canadian Trade Commissioner Service, and Secretary of the Mission.

Mr. M. Schwarzmann, of the International Trade Relations Branch, Department of Trade and Commerce.

Wing Commander Frank Bell, DFC., AFC., CD, R.C.A.F. Conducting Officer on the Mission.