

AIRCRAFT SALE TO FRANCE

More than \$70-million worth of work for Canadair Ltd., is expected to result from an agreement signed between the Montreal aircraft manufacturer and Dassault/Bréguet-Aviation of Paris, France, Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce, announced recently.

"I am happy to say that my Department has been able to help Canadair negotiate the contract to manufacture wing components for the *Mercure* twin-jet aircraft," Mr. Pepin said. "Work under the contract is to start immediately and will mean employment for 650 people at the peak of production."

The French firm is now going into production of more than 250 of the 150-passenger commercial short-range airliner which will go into service during 1975.

MINISTERIAL MISSIONS TO PROMOTE TRADE

(Continued from P. 2)

other hand, some Japanese businessmen had suggested that Canadians were not being aggressive enough in pursuing trading opportunities in Japan. There was probably some truth in both explanations and that is what the mission to Japan set out to clarify.

THE "PEPIN TYPHOON"

The problem was: how can Canadian exporters penetrate the Japanese market with manufactured goods?

The 31 Canadian businessmen on the trip spent a whole week meeting with their Japanese counterparts, informing them on Canadian export capacity, discussing business opportunities, determining existing impediments.... During the five days we were there, it was estimated that they met well over 1,500 Japanese businessmen and officials. Some people referred to our operation there as a "blitz" (the Japanese Minister of International Trade and Industry referred to it, in a friendly way, as the "Pepin typhoon"). I personally met five Japanese ministers, the Prime Minister, the heads of all five major trading companies, and addressed the Keidanren and the Japanese Press Club.

I believe we were successful in making "our case".

- The Japanese Government and business community recognized that the present "mix" of Japanese imports from Canada did not give a true picture of Canadian export capabilities and that a better trade pattern was required.
- The Japanese were made more aware, thanks to the work of the participating businessmen and officials, that Canada has the capacity for the development of exports of manufactured goods as well as industrial materials and foodstuffs. This

process of education is going on and will have to be amplified. A science and technology mission, led by the Honourable Alastair Gillespie, Minister of Science and Technology, is now on its way to Japan.

- Japanese ministers agreed to give special attention to the early resolution of particular trade difficulties which exist between our two countries (live cattle, poultry, apples, etc.).
- The giant Japanese trading companies agreed to co-operate in helping Canadian efforts. In this respect, planning is already well under way for visits to Canada by high level teams of representatives from three of the largest trading companies in Japan (Mitsubishi, Sumitomo, Marubeni), which will endeavour to develop exports of Canadian manufactured goods and services to their country and to third markets.
- Finally, Canadian industry representatives on the mission better appreciate (and I hope that they are spreading the good word) that it will be necessary to "try harder" to increase Canadian exports to Japan. The new atmosphere and the important high level contacts established with Japan industrialists during the mission indicates however that their efforts likely will have a better chance of success now than in the past... especially if they are multiplied.

POTENTIAL MARKET PRODUCTS

A whole list of products having a strong market potential in Japan was identified by the mission members and compiled by officials in my Department, and is available on request. Among the more important, let me mention: STOL aircraft; waterbombers (for fire-fighting); integrated circuits and semi-conductors; aircraft simulators; computer peripherals; computer software; airport ground equipment; pollution-control equipment; logging equipment; mine-excitation equipment; packaging technology; wooden housing components and systems; meat, and meat products; fish; frozen vegetables; pet food; etc....

Businessmen who have participated in these various missions now realize better the vast opportunities which exist for Canadian manufactured products in those export markets. My Department, in conjunction with the Export Development Corporation, other Federal Government agencies and provincial departments, is continuously trying to improve its various forms of assistance to Canadian businessmen so that they may better compete. We would expect that with these improved services and promotional aides, our businessmen will become more competitive and more aggressive so that our very remarkable performance of the past years will not only continue but will actually improve. There is one thing politicians and officials cannot do - that is conclude the business deals....