Try the Belgian Congo, Burma, Madagascar, Portuguese Africa and others. You will find that they are importing a great variety of manufactured products. Canadian trade with these areas is relatively small, but it is amazingly diversified and I cannot believe that there are not opportunities for expansion of such volume as now exists and for the development of other similar markets.

It was in an endeavour to stimulate this sort of trade that the Canadian International Trade Fair was conceived and brought into being this year. Many of you, by reason of your own individual participation, or through your Association's official representation at the Fair, do not need to be told much about it. Let me just mention, however, that the products of some 1450 manufacturers from 28 different countries were on display. Most of these, of course, were from Canada, but about 43 per cent of them came from foreign countries. Altogether, businessmen from 70 countries attended. It is our hope that the Fair to be held next year from May 30 to June 10, 1949, will be such as to attract a greater attendance from abroad -- both in exhibitors and buyers.

Gentlemen, in trying to sketch in the picture as I see it I have, I am afraid, used a good deal of purple. This was done deliberately. That there are difficulties cannot be denied, and I have not wanted to gloss over them. But there are also opportunities and let us not forget that we live in a land that is the envy of most of the rest of the world. Your Convention theme was, I repeat, well chosen -- "Exports -- our charge! -- our challenge!"
