



CANADA

CANADIAN WEEKLY BULLETIN

INFORMATION DIVISION • DEPARTMENT OF EXTERNAL AFFAIRS • OTTAWA, CANADA

Vol. 21 No. 42

October 19, 1966

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NEW GOALS FOR CANADIAN EXPORTERS

Addressing members of the Air Industries Association of Canada in Victoria, British Columbia, on October 3, the Minister of Trade and Commerce, Mr. R.H. Winters, said:

...Canada's aerospace industry is rapidly expanding its capabilities and developing product lines which have earned ready acceptance in both the domestic and export markets. Some of your output is unique, some highly specialized, but all reflects high competence and high quality. Examples, admittedly incomplete, would include: the family of STOL aircraft consisting of the *Beaver*, *Otter*, *Caribou* and *Buffalo*, the exciting CL-84 *Dynavert*, a tilt-wing vertical take-off aircraft; the CL-215 water-bomber; the production of airframe components to the most exacting standards; the PT6 gas-turbine engine; flight simulators; the Canadian Doppler navigational system, the Canadian position and homing indicator and the crash position indicator; specially compact UHF transceivers of remarkable flexibility; aircraft galleys; and a growing variety of specialties ranging from surveillance target acquisition drones to high-altitude rocketry and space satellites....

Statistics for your industry for the period January-June 1966 are revealing:

Gross selling value of products	\$292.5 million
Value of exports to the U.S.A.	\$125.9 million
Value of exports to other countries	\$ 37.4 million
Number of employees	41,000 (approximately)

In fact, your industry is very much to the forefront amongst Canadian industries that export fully manufactured products. In 1965, only the automotive industry exported more than the air industry - and in prior years you were ahead.

U.S. MARKET

Undoubtedly, Canadian relations with the United States have been a major factor in your success. Geography, defence alliance, economic interdependence and corporate affiliations have been fundamentally significant. But, on the other hand, your products have had to be top quality and competitive in all respects. And you have been selling in other markets in the face of world competition, as well. Credit must be given where credit is due.

Clearly the United States will remain your chief export market. That country now has the largest share of the world's aircraft population in all categories. In 1965, almost two-thirds of the aeroplanes of the world were in the U.S.A.; this proportion is expected to increase in the next decade to three-quarters. In addition to being the largest user, the U.S.A. is by far the largest producer of aircraft. In 1965, U.S. industry manufactured nearly 16,000 aircraft or 84 per cent of all those produced in the Western world; not only will this predominance continue, but the production percentage is expected to rise further.

POTENTIAL MARKETS ELSEWHERE

Canada, through your industry, stands to share in this huge market. But there are potential markets also in other parts of the world. You must gain your share of the global market. As your Association's current annual report points out: "Exports in general, and commercial exports in particular, are becoming of ever-increasing importance to our industry...the Canadian market alone is insufficient to support a modern, aggressive Canadian aerospace industry."