

It is urged that the Canadian Government strongly emphasize to the six members of the European Economic Community that the methods they have followed in determining their external tariff by averaging the level of their individual tariffs are unrealistic inasmuch as the resulting tariff level would be more restrictive as regards imports from Canada than the general incidence of duties applicable prior to the formation of the Community. Also, Canada should endeavour to ensure that there will not be established any new forms of restrictive trade practices such as exchange controls, currency devaluations, import licensing, quantitative restrictions, export subsidies and the like.

As stated previously in this submission, the Government's effort, in co-operation with the banks, to overcome the problem of financing exports of capital goods requiring medium and long-term credit is to be commended. The Association has long urged the establishment of facilities which would enable Canadian exporters to offer the same sort of low-cost, long-term credits which are available from their foreign competitors through government-sponsored credit facilities such as the Eximbank of Washington, the Export Import Bank of Japan and the government guarantees to the bankers' consortium in Germany.

It is hoped that the new arrangements in Canada, combining greater use of the guarantees and funds available under the Export Credits Insurance Act with the new financing institution set up by the Chartered Banks, will operate in such a way as to provide export financing on terms which are comparable, both as to duration and cost, with those available in other countries. This will strengthen Canada's competitive position in foreign markets and should directly and indirectly provide increased employment opportunities both in the near and long-term future, much of it in areas which have been particularly subject to the distress of unemployment.

APPENDIX "G"

"BUY CANADIAN" PRINCIPLES

1. The Association believes that the observance of "Buy Canadian" principles by individual Canadians, whether they be in management, labour or government, can contribute greatly to the employment of their fellow Canadians.
2. It is recommended that the Canadian Government use its great influence to publicize as well as practice "Buy Canadian" principles, making known the Government's whole-hearted support, based on the knowledge that "Buying Canadian" creates and maintains employment for Canadians.

The Association originated the "Buy Canadian" programme to encourage all buyers to purchase Canadian products and services in preference to imported ones, providing the overriding considerations of price and quality are comparable. The unnecessary and thoughtless importation of manufactured products at the expense of Canadian production results in the loss of employment for Canadians.

In recent years this programme has been broadened and intensified with the object of creating in all Canadians an awareness of the fact that their purchasing decisions have a direct effect on the economic well-being of this country and on the provision of job opportunities for our growing population. This educational effort has been directed with some notable success at businessmen, at organized labour, at the individual consumer, and at every level of government.