

TRADE MISSION TO UK

The Canadian Trade Mission to the United Kingdom, comprising leading representatives of business and industry from all areas of Canada will leave Montreal for London on Thursday, November 21. The Mission will also include representatives of labour, agriculture and fisheries.

In an announcement on the Mission, Mr. Gordon Churchill, Minister of Trade and Commerce, said: "The purpose of the mission is to stimulate purchases from United Kingdom sources of goods now imported by Canada from non-Commonwealth countries. Its immediate objectives are to provide a favourable climate and to seek specific opportunities for the expansion of British exports to Canada, so that Canada may take full advantage of sources of supply in the United Kingdom, and British exporters may participate increasingly in Canada's growing import requirements.

"To this end, membership of the mission consists largely of business men whose companies represent some twenty groups of industries across Canada, which it is believed can use increasing quantities of British products. The mission represents an annual purchasing potential of many millions of dollars worth of imports."

The mission will remain in the United Kingdom from November 22 until December 18, during which time it will follow a programme arranged by the United Kingdom authorities in consultation with Canada House.

Following preliminary talks in London with Ministers, senior government officials, the Dollar Export Council and its affiliated industrial bodies, the Mission will then go to the British atomic energy plant at Harwell, then on to Bristol and Cardiff. Visits have been planned for November 27 to a steel plant in nearby Margam or the British Nylon Spinners in Pontypool, depending on the special interests of members of the mission. A banquet will be given in their honour that night in St. Mary's Hall, Coventry.

November 28 and 29 have been set aside for visits to selected industrial plants in the Midlands, concluding with a press conference

HALIBUT COMMISSIONER: Fisheries Minister J. Angus MacLean has announced the appointment of Dr. W.M. Sprules, Special Assistant to the Deputy Minister of Fisheries, as one of the Canadian members of the International Pacific Halibut Commission. Dr. Sprules takes the place on the Commission held by S.V. Ozere, Assistant Deputy Minister, who has had to relinquish his duties as Commissioner because of the pressure of other departmental work. The appointment is effective November 1 of this year.

The Commission, which regulates the halibut

in Birmingham. The group will leave that night by special train for the British atomic energy plant at Calder Hall, where Saturday morning, November 30, will be spent. St. Andrew's Night will be celebrated in Edinburgh.

Visits will be made to selected industrial plants in the Glasgow area on Monday and Tuesday, December 2 and 3, followed by a dinner tendered by the Glasgow Chamber of Commerce on Tuesday, when members of the recent Edinburgh Chamber of Commerce Mission to Canada will be present.

Opportunities will be afforded members of the Canadian mission to visit selected industrial plants in the Manchester-Liverpool area on December 4 and 5. The group will then be split into two parties, one of twelve members proceeding on December 6 by air to Belfast and the remainder of the party, going to Leeds. Both will return to London the following day.

Arrangements will be made for small groups and individuals to visit selected firms of their choice between December 9 and 13, returning thereafter to London for discussions and official conferences. Following a reception by the United Kingdom Government on December 18, the mission will return to Canada by air.

Mr. Churchill said he believes this programme, which has been prepared by the British Government, in consultation with Canada House, should enable members of the mission to obtain a good impression of the productive capacity of the United Kingdom. It is expected that contacts established by members of the mission during their four weeks in Great Britain will result in the placement of orders for British goods, and that the creation of a favourable climate will stimulate the flow of merchandise to Canada.

Many opportunities will be presented for Canadian and British businessmen to discuss any difficulties that have curtailed the flow of goods between their two countries, to talk terms and to lay the foundation for a substantial improvement in trade that is so essential to the economies of the United Kingdom and Canada.

fishery off the Pacific coasts of both the United States and Canada, is made up of three members from each of these countries. The other two Canadian commissioners are Harold S. Helland, Prince Rupert, B.C., and Richard Nelson, Vancouver, B.C.

The halibut fishery of the Pacific coast has been under the management of the international commission for the past 25 years. During this period of controlled fishing, both the supply of halibut and the yield of the fishery have been substantially increased.