

The Mission members were formal guests of the State in Brazil and Uruguay, with the accompanying motorcycle police escorts throughout our stay. The Rt. Hon. C.D. Howe was guest of state in Argentina.

The Mission period ran exactly five weeks from the morning of departure from Ottawa, January 5, to the morning of return departure from Mexico City on February 10. Distance travelled — approximately 20,000 miles. 15 cities visited, in 10 countries.

The seven industrial and business men members of the Mission paid their own living and air travel expenses throughout the Tour. The Government people on the Mission performed prolonged and invaluable services pre-planning the Mission, and in coordinating it with local governments throughout the Tour.

Policy and Approach of the Mission

These were strictly informal. It was made clear from the start that the Mission as such, would not undertake to conclude treaties or sell goods. The Mission had complete and intimate contact with the heads of states, their cabinet ministers, the leading bankers and bankers' groups, Chambers of Commerce, and manufacturers' associations, throughout the various countries. The Mission was at times divided into two and three groups, and in between visits, the various business men representing leading Canadian industries had an opportunity for full discussions with their counterparts in Latin America. This approach was highly successful.

Approach of other Missions

Over recent years commercial missions have visited these Latin American countries, from several European and Far Eastern countries. These missions tended to over-stress somewhat the direct selling and commercial approach. Our approach created a much more favourable reaction, and a decidedly warm reception. Independent banking and business authorities in several of the countries indicated that our Mission had received by far the greatest governmental, commercial and press recognition of any overseas mission that had visited the country concerned, since the war.

Mr. Howe's Leadership

Great credit for the Mission approach followed, and the results achieved go to the Rt. Hon. C.D. Howe. He set a very friendly yet dignified standard in our contacts throughout the Mission's travels. His reputation as a great builder in Canada had preceded him to practically all countries, and his pleasing smile and friendly manner clinched an outstanding recognition for himself, and for the Mission throughout our trip.

Points stressed on the Mission

Mr. Howe and the Mission members stressed the following points:-

1. Canada, now the third largest trading nation in the world, second only to the US and the UK, is keenly interested in developing greater trade with each country on a long-term basis
2. Canada is interested not only in selling but equally interested in buying, realizing that trade has to be a two-way operation