STATEMENTS AND SPEECHES

INFORMATION DIVISION

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if gairfolded In the absence of my colleague, the Right Honourable C.D. Howe, and as Acting Minister of Trade and Commerce, it is a great pleasure to welcome you to this fluncheon. This morning you have seen the results so of reforts which have been expended over the past two years. The First Canadian International Trade Fair has become a living reality. The full measure of its success, of course, remains to be provened Two weeks from so now we will know something of the commercial relationships established and of the business transacted.

Fair is new on this side of the Atlantic. Before plans were very far under way, we were pleasantly surprised at the almost world-wide interest bain this project. Manufacturers and producers not only in Canada but in many countries of the world are supporting this venture in a practical way. As a result we have today one of the world's great Trade Fairs. We hope it will be the first of a long line of fairs, not only in Canada,

Department of Trade and Commerce of the Canadian Government has had from the Ontario Government; the City of Toronto, and the Canadian National. Exhibition Association in organizing the Fair. We have also enjoyed, in full measure, the valuable co-operation of the representatives of other governments in Canada. Most important of all has been the assistance we have had from the associations of private industry, whose representatives are members of the Advisory Committee. This is truly a joint effort on the part of Government and industry. The result has exceeded our most optimistic expectations. It is a credit to a country of only 12½ million people.

Thy have the exporters and traders of the world responded so readily to Canada's invitation? We shall find the answer, I think, if we ask what prompted the Government of Canada to sponsor the Fair, and if we ask why so many organizations represented here today are lending their whole-hearted supported blue anadomous respectively.

Our common motive was, of course, to do what we could toward the restoration of trade among nations to the decent and historic basis of give-and-take. Our purpose was not entirely unselfish. Canada found herself, after the war, over-equipped with productive capacity by the standards of her pre-war trade. New outlets were urgently required to keep that capacity in operation; we could either maintain our place as third trading nation; or else we could shut down half our shop, and in so doing reduce our industrial payrolls.