

Speech from the Throne

plementary, so we developed mixed groups. We established seven of these groups in order to assess Canada's good points in the fields of technology, equipment, and so on, and decide how exchanges of technology and goods could take place. In China, the problem was a lack of information about the goods which that country was prepared to import. We solved this problem by getting the Chinese government to accept that each year there would be consultation between the two governments at which time China would indicate its import intentions for the year ahead. This constitutes quite an advantage. This meeting took place last December.

● (1610)

The difficulty in Japan was of penetrating the import system with manufactured products. This problem may have been solved by a sort of moral commitment given to us by the Japanese government that they would welcome such a move on our part, and then an approach was made to the big trading companies of Japan to try to convince them they should become involved in the process of bringing Canadian manufactured goods into Japan not only in their own interests but in the interests of Japan and Canada.

This is now being done. During the last few days we have had responses from four big Japanese trading companies, Mitsubishi, Sumitomo, Mitsui and Marubeni, and two of these companies have announced that they are going to send a trade mission to Canada to identify and buy. That is all to the good and is exactly the sort of thing my hon. friend would do, I am sure, were he still minister of trade and commerce. So when the hon. member says that we have gone back to doing business as usual, the facts are quite different; that at least I can say.

The hon. member also said we should arrange some meetings between officers of ITC and the business community. This is an obsession with the department. We estimated today that during the last year officers of the department have taken part in from 200 to 300 seminars, panels and what not, and members of the House from all parties have seen my officers in their own ridings on many occasions doing promotion for our programs.

As a matter of fact, if I may say so smilingly, we have taken a leaf from the hon. member's book in that we have arranged a big trade commissioners' conference. I do not have time to give any details, but there was a communiqué issued a few days ago on this subject. We are bringing them back as the hon. member did in 1960 and 1963, but with some more refinement, of course. The refinement is that we are not bringing them all back at the same time. We have divided the world into three parts and we are bringing in each of these groups of senior commissioners at different times.

We have also arranged for co-operation with the CMA and CEA in a somewhat more systematic fashion than my hon. friend did in 1960 and 1963. I was speaking to my good friend a moment ago and he asked me why it is that Canadians do not seem to be well aware of these

[Mr. Pepin.]

events. I regret that, because I had taken it for granted that the hon. member read all of the communiqués, the *Financial Post*, the *Globe and Mail* and *Le Devoir*. Good Canadian businessmen have shown interest. Perhaps I am being a bit blunt or severe, but I think most hon. members of the House are aware of these things. Another point of detail is that we have published a paper entitled "Commerce Extérieur", and "Canada Commerce", which used to be sent to about 5,000 Canadian businessmen but now goes out to about 20,000. There is hardly a businessman worthy of the name who does not get a copy.

There are many other matters I could touch on. For example, I should like to have time to explain how the EDC—the Export Development Corporation—is growing. For example, average loans granted by EDC between 1960 and 1969 amounted annually to about \$50 million. Last year the figure was \$340 million and this year it is expected to be from \$400 million to \$500 million. It is not only a question of quantity but quality too. EDC is now working much better with the private banking systems than was the case previously. All kinds of ways and means are being found to increase this joint approach. I can give more information on this subject later.

Abroad EDC has developed a technique, which I think is a good one, whereby it establishes re-lending facilities. For example, EDC makes a loan to a local industrial development corporation, as was the case in Algeria, and that agency becomes a re-lending outlet for EDC. Rather cleverly, we are using their personnel to do the job for us.

Those hon. members who read the newspapers will be aware that in recent months we made available about \$100 million worth of loans through EDC financing in countries like Algeria, Iran and Israel. In Yugoslavia, for example, Canada sold through EDC and a private bank 110 locomotives manufactured in London, Ontario, which was the biggest sale of locomotives in the history of mankind. You cannot do much better than that.

The same thing is happening in Korea, in Venezuela and elsewhere. There are so many instances I could cite, but I see my time is up. I just wanted to cheer up the hon. member for Prince Edward-Hastings and to reassure him that I think the department is in good hands. Some of my officials served him well during his years. They are still as intelligent as they were then and we have some new ones, all doing a wonderful job for Canada.

Mr. H. W. Danforth (Kent-Essex): Mr. Speaker, I listened to the speech of the Minister of Industry, Trade and Commerce (Mr. Pepin) with a great deal of interest and rapt attention. I must say at the outset that he demonstrated an absolute genius for philosophical dissertation, perhaps second to none in the House. But let me hasten to add that, like every other professor I have known, he seems to have an absolute phobia for thoroughly confusing the issue.