

with their respective members, and recommend that fullest advantage be taken of the service we are placing at their disposal.

"Every major branch of industry, representing the overall productive capacity of the nation, has been invited to participate in the trade promotional campaign on which we are embarking. I expect our united efforts will be reflected from all facets of Canada's economy.

"I am confident that exporters and potential exporters will respond to our invitation, and will subsequently return home imbued with the desirability of raising their sights to cover a wider target than has been possible in the past.

"In embarking on what might be called the most intensive commercial offensive undertaken by this country, we must mobilize all our resources for export. Canadians indicated, during the Second World War, that they could mobilize and produce the munitions that enabled us to achieve victory. We are now confronted with a different struggle, but the principles are somewhat similar to those facing Canadians of an earlier generation.

"Today we are faced with the economic resurgence of countries devastated during the war, and the even greater threat to our export lifelines, posed by the trading activities of countries endeavouring to secure our traditional markets. The global trading struggle is being further intensified by the emergence of trading blocs in Europe and a tremendous step-up in the trade promotion efforts of our competitors, including our western allies, and even other members of the Commonwealth. Trade is of such vital importance to Canada, and to each and every Canadian, that we must without delay marshal our forces to take advantage of every possible trading opportunity.

"Since the conclusion of hostilities in 1945, Canada has made tremendous forward strides in marketing her products throughout the world, and is today the fourth most important trading nation, after the United States, the United Kingdom and Germany. We are in a position to supply merchandise of the highest quality. In fact, 'Canada for Quality' might well be termed the motto of Canada's Department of Trade and Commerce.

"Many problems confronting exporters during the last fifteen years have disappeared, but others have arisen, and competition from other industrial countries has strengthened. Thus, it is essential that we should take stock of these problems, and consider ways and means whereby the resources of our farms, our factories, our fisheries and our mines can best be made available for use in other lands.

"Canadian businessmen are not unfamiliar with the services obtainable from trade commissioners and officers of the Department of Trade and Commerce in Ottawa. Many have been exposed to the various techniques employed to stimulate the demand for Canadian products, such as participation in international trade fairs. Others have taken advantage of the op-

portunity of exploring market opportunities in other lands, as members of trade missions sponsored by this department.

"I am heartened by the reports of success achieved by firms which have participated with us in trade fairs, more particularly by those which have been represented by senior members of their sales staff. I have also received favourable comments from members of our trade missions, and am convinced that their pioneering efforts have captured the attention of prospective purchasers, have secured considerable publicity for Canada as a source of supply, and have aroused the interest among those with funds available for investment in the further development of our country.

"I am hopeful that, by arranging for a mammoth meeting of Canada's trade commissioners, and by placing the wealth of experience of this sales force at the disposal of Canadian businessmen, a wider appreciation of the importance of exporting will be driven home in all parts of the country. Although this department is in a position to render assistance, export sales are, in the final analysis, dependent on the interest, the energy and initiative of private enterprise.

"As this department and its officers has no monopoly of ideas, I trust that trade associations and individual businessmen will come forward with suggestions whereby we may strengthen our present position as a world trader. The Canadian Government is unable to tackle this task alone, and depends to a very large extent on the co-operation of businessmen with ideas and the will to put them into effect.

"Many firms that have laid the foundation of Canada's foreign trade correspond with our trade commissioners in the field and take advantage of the return home of these officers to discuss their respective problems, market developments and trade opportunities. I trust that other businessmen who have not been similarly exposed to the atmosphere of foreign markets or sensed the satisfaction to be derived from the creation of a demand for their products in other lands will come to Ottawa and meet members of Canada's sales force. Every opportunity will be afforded them of meeting officers of the department in Ottawa.

"Finally, I wish to express confidence in the ability of our newspapers, trade publications, magazines, radio and television services to direct the attention of all Canadians to this important subject -- trade. Although I am not in a position to determine the extent to which the income of every Canadian depends on exports, a figure of one-third has been mentioned. I wish to assure all businessmen who may be interested in foreign trade that they may count on the Department of Trade and Commerce for the greatest possible assistance and co-operation in their efforts to extend or to establish markets for their products."