



CANADA

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CANADA AND THE OUTLOOK FOR WORLD TRADE

Addressing the Export Trade Conference, held recently in Ottawa, Prime Minister Diefenbaker told the assembled businessmen and trade commissioners that it was impossible to over-emphasize the importance to Canadian welfare of the country's export trade. "Of every five people employed," he declared, "the livelihood of one depends on exports." Mr. Diefenbaker went on to say that never before had there been "more need for the 'export-minded' businessmen to renew and redouble their efforts to open new markets and to consolidate existing ones."

The body of his speech follows:

"...The task is a formidable one. Last week the trade commissioners made a study of the current trade outlook around the world. In some areas export sales have grown substantially in the last year. The aggregate has grown too, but there is no reason for complacency. The growth of international competition is such that it cannot by any means be taken for granted that these advances will be maintained. A few commodity exports are at a standstill or have declined.

"Believing that the task of expanding and developing export markets is an imperative need, I have taken every possible occasion to discuss trade problems with leading businessmen and major industrial, business and labour organizations.

TRADE MISSIONS

"The Minister and I met recently with a group of businessmen who comprised a trade

mission to Europe. The members of this mission and others to whom I have spoken told me that there are new potential outlets for Canadian trade. Trade missions can do much and missions will be sent abroad. The business community can give leadership in trade matters and the Government will welcome its wise counsel and co-operation at all times.

"The policy of the Government is to stimulate the development of exports by every means within its power. It will continue to expand the services we provide wherever they will serve the efforts of industry, of producers and of commerce. The trade commissioners and the officials of the Department in Ottawa will continue to make a vital and, I hope, increasing contribution to the exporter's efforts by providing their services and trade facilities and knowledge.

"You will agree, I am sure, that the joint action of the Government and the chartered banks in establishing export financing facilities will meet a long-felt need for the long-term financing of capital goods exports.

TRADE AGREEMENTS

"An extensive trade-agreement programme provides the basis for the further development of Canadian exports. Trade agreements have been made with some 80 countries, including all the principal trading nations of the world. Such agreements generally assure for Canadian exporters equal opportunities with other suppliers in competition in world markets.