

measures which I would like to refer to at this time. In particular, the Minister of Finance mentioned the Industrial Development Bank in his speech, with respect to which there will be new initiatives. New initiatives might be in such areas as the financing of inventories, and also with respect to greater equity financing. The specific details will be announced shortly.

One major initiative to assist the financing of small business is the extension of the general adjustment assistance program, to which I referred a moment ago. I would like to emphasize that this will be given a different cast. It will be given the opportunity to help firms restructure so that they can take advantage of new opportunities, or improve their international competitive position.

As hon. members may know, the general adjustment assistance program is designed to facilitate access to last resort financing. It was put together to ease the transitional phase for Canadian industry following the Kennedy Round tariff reductions. It was modified at a later date to include textile manufacturing firms. Now, the new shift in direction will make that program available to all manufacturing firms, and to their service industries which significantly affect international costs of those manufacturing industries, an improvement I believe which will be greeted by all hon. members of the House.

There are many other factors in addition to financing which influence the course of small business. I refer particularly to the question of management, and to management consulting services. It is probably true that the management problem is a far greater problem for most small businesses than the financial one, and indeed sophistication in management practices in a small business, in contrast to a big company, marks the fundamental difference between the small and the large firm.

With respect to managerial assistance, about eight months ago my department started a pilot project known as counselling assistance to small enterprises, or CASE. This pilot project was started in Montreal. It uses the services of retired businessmen. I think it has been uniquely successful. CASE's assistance to small business has grown from a slow start in March to 26 man-days of counselling in June and about 109 man-days in November. Since its inception, the Montreal CASE office alone has provided a total of 430 man-days of counselling, including the completion of some 70 projects. A second office has been started in Winnipeg, and we intend to extend the service as a national program. Five new centres will be opened in the fiscal year 1973-74.

The fourth point I want to make deals with the extension of regional offices. We have already restructured the Department of Industry, Trade and Commerce to give the regional offices much more importance. This change reflects a fundamental shift to local service—a new emphasis on an integrated one-stop shopping service for small businesses. As you know, Mr. Speaker, my department now has eight such regional offices in operation in every province with the exception of Newfoundland and Prince Edward Island. Our intention is to strengthen these offices and to increase their number.

Perhaps it might be of interest to the House if I were to mention that my departmental officials are meeting today, as part of a three-day seminar, with provincial

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industrial sector experts to discuss present and future problems and possibilities, and I intend to follow up that meeting with a federal-provincial meeting of ministers of trade and commerce as soon as possible. I want to emphasize co-ordination, and our wish to co-operate with the provincial governments in this area.

In addition, Mr. Speaker, we are looking at ways to accelerate the transfer of technology to small businesses, with the assistance of such agencies as the National Research Council's technical information service and, in particular, a beefing up of Canadian Patents and Development Limited.

In connection with small business, the sixth area that I would like to mention this afternoon is tourism. I think most hon. members are aware that tourism is one of the most rapidly growing industries in the country, and one which traditionally is associated with small business. The government has recently inaugurated a new travel industry development program. A major part of the program will provide productivity improvement assistance designed to help the smaller businesses in the industry. This, in turn, will facilitate financing, in which the Industrial Development Bank is playing an important role.

In the final analysis the efforts to assist further any particular sector of the economy, including small business, will only meet the desired result if they are part of a coherent set of measures for increased industrial growth and employment and, secondly, if such measures are complemented by continued initiative in the private sector in all aspects of business operation, such as technical innovation, improving efficiency, financing, and export marketing.

I would like now to deal with the foreign direct investment area. I think the reference to it in the throne speech indicates the importance that the government attaches to it. I might even go so far as to say that it is a key area in the Speech from the Throne. I consider it an area of fundamental importance to the present and future development of Canada. As indicated in the throne speech, the government intends to introduce measures to give Canadians greater control over the development of their country.

• (1620)

The foreign takeovers review bill is to be introduced with appropriate amendments. The new legislation will cover additional aspects of foreign control of the economy. Proposals will be brought forward for: one, the registration and screening of the establishment of new foreign-controlled businesses in Canada; two, measures will also be introduced to provide for the registration of new licensing arrangements and other similar agreements under which a Canadian business obtains the right from a foreigner to produce and sell goods and services and, three, I should like to emphasize in the takeover bill the greater identity of the screening agency itself. In the proposals that will be placed before the House, members will see a different kind of screening agency, one headed by a senior official reporting directly to the minister. In proposing these new measures the government will—