

The success of our activities in the industrial-promotion field depend, however, to a considerable degree upon the initiative and resourcefulness of Canadian industry itself. For this reason, during the past six months the Department has sponsored a series of industrial-expansion conferences in various regions of Canada. A National Industrial Expansion Conference was held in Ottawa last September and, following this, regional conferences were held in Montreal and Hamilton. A Prairie Regional Conference will be held in Winnipeg next month, and tentative plans have been made for an additional conference in Vancouver. The purpose of these meetings has been to discuss directly with businessmen ways and means of achieving greater production and procurement in Canada. Not only has the business community responded warmly to these meetings, but the practical suggestions and ideas that have come from these sessions have been very helpful, both to the Government and to businessmen themselves.

Last year the Department also embarked upon a widespread programme for the improvement of design in Canadian industry. In the struggle for markets today, design can be as important a factor as price in determining sales. For this reason, the Design Branch of the Department, in co-operation with the National Design Council, has been bringing to the attention of businessmen everywhere the vital importance of good product design.

#### Development Boards

During 1962 the Government introduced a number of pieces of legislation which will be major factors in achieving Canadian economic expansion. In particular, I would like to refer to the legislation establishing the National Economic Development Board and the Atlantic Development Board.

The essential task of the National Economic Development Board will be to study economic trends, particularly the possible longer-term developments of the economy and, in the light of these assessments, to advise the Government on policies for overall economic growth.

The Atlantic Development Board was established to perform similar functions with respect to the economic development of the Atlantic Provinces. The Government feels that it must devote special attention to those areas of Canada, which for various reasons, have not kept pace with the growth of other regions. For this reason, the Atlantic Development Board will advise on policies to assist and encourage new resource exploration and development, the development of secondary industry and other ways and means of achieving greater economic growth in the Maritime Provinces.

With the establishment of these boards, the work of the National Productivity Council has become even more important. Consequently, amendments to the National Productivity Council Act were introduced in 1962 to strengthen the Council's ability to implement its enlarged programmes.

#### Making Industry More Competitive

During the past two years, the Council has successfully undertaken a very comprehensive and extremely useful programme to assist Canadian industry to become more competitive in home and in world markets. It has