TRADE CONFERENCE IN WINNIPEG

Mr. George Hees, Minister of Trade and Commerce, has announced that he and senior officials of the Department of Trade and Commerce will participate with the Government of Manitoba in a trade promotion conference in Winnipeg on February 9 and 10.

Arrangements are being made by Mr. Gurney Evans, Minister of Industry and Commerce for Manitoba, who visited Ottawa during the Export Trade Promotion Conference in December. Following this conference, Mr. Evans asked if co-operative action could be taken by the Federal Government and the Province of Manitoba to make the results of the Conference more widely known in Manitoba, where there is a growing appreciation of the importance of exploring market opportunities in other lands for products of Manitoba.

Mr. Hees said that invitations were being extended by the Manitoba government to some 600 businessmen to meet with him and officials of the Department of Trade and Commerce and officials of the Provincial Government on February 10. In order that full advantage might be derived from the panel and other discussions, business organizations concerned were, he added, being requested to give consideration to their ability to enter the export field or to expand the value of their sales in other lands. The purpose of the meeting would be to discuss problems related to export trade and to indicate the measure of guidance and technical assistance available from the Department of Trade and Commerce.

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ENGINEERING BOOKLET

A new occupational monograph dealing with career opportunities in the various fields of engineering has just been released. "Careers in Engineering" is a well-illustrated 48-page booklet that covers the various aspects of the engineering profession, under the headings "History and Importance" "What Engineers Do", "Personal Qualities Needed for Success" "Preparation and Training", "Entry", "Earnings and Advancement", and "Outlook for Engineers". The booklet also outlines the scope of the major engineering fields--civil, electrical, mechanical, chemical, mining, metallurgical, and engineering physics.

This monograph, No. 20 in the "Canadian Occupations" series, prepared by the Economics and Research Branch, Department of Labour, covers a wide range of occupations and is designed to meet a demand for current information on Canadian occupations from young people faced with the need of choosing an occupation and preparing for it, parents, teachers and vocational guidance counsellors, workers wishing to change their occupations; employment service officers, personnel directors and union officials, and other quarters.

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