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# Canada Export Opportunity

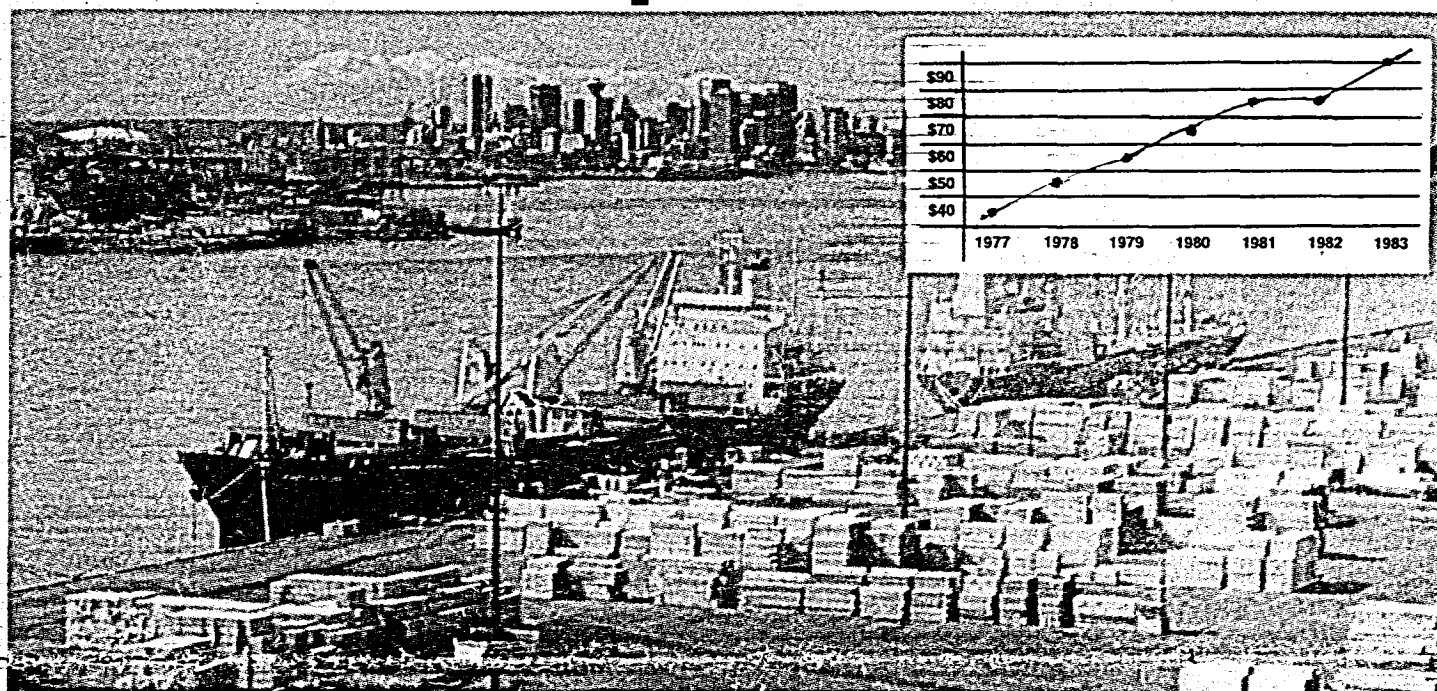
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Monday, March 26, 1984

## Canada's Exports Reach Record High



Exports Double Over Seven Year Period

### Total Sales Top \$90 Billion Mark

By John Meyer

A rapidly growing number of businesses are drawing on government export assistance programs to break into foreign markets which were otherwise beyond their reach. As they do, many are finding that their production and sales are rising faster than those businesses confining themselves to the domestic market.

The latest quarterly survey by Statistics Canada found that 48% of exporters expect increases in production and sales this spring. This compares with the 29% expecting increased production and 33% expecting increased sales among all domestic manufacturers.

U.S. SALES PACE RISE  
Pages 4, 5, 6

The increase in the number of businesses entering the export market helped push export sales to the record level of \$90.6 billion last year. All current indications are that export sales will top that level this year.

Canadian producers are finding, often as a result of the recession shake-out, they are now able to compete in foreign markets with products as diverse as spices and food seasonings in the Persian Gulf, systems controls in the forest industry of Brazil, and a broad range of industrial and consumer products in the U.S. and Europe.

The importance of export sales to individual Canadian businesses, and to the economy as a whole, can't be overstated. The Conference Board in Canada estimates 20% of employment and 30% of the national production of goods and services are attributable to them.

Canada is usually thought of as an exporter, primarily, of agricultural and other resources products. Grains and field crops, fish products, metals, coal, pulp, paper and lumber still constitute the largest proportion of foreign sales.

But exports of manufactured products, paced by automobiles and parts, are

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### Regan's Objective

## More New Jobs Through Exports

The more Canadians can increase their sales abroad the more the economy will grow at home. In this interview with Brian Cahill, Hon. Gerald Regan, Minister for International Trade, updates the sectoral free trade talks with the U.S. and discusses other trade initiatives.

**Q.** To begin with a basic question: Why does Canada need a Minister for International Trade?

**A.** Because, to be just as basic, international trade is of great and growing importance to the general economic well-being of Canada.

**Q.** Could you be more specific?

**A.** Yes. In the 1960's exports of goods and services were generating about 20% of our gross national product. By the mid-70's the figure had risen to 25% and it is now about 30%. This kind of growth has a direct effect on the amount and kind of employment available to Canadians. Today about 2 million Canadian jobs derive directly from

things we grow and process and mine and make; and then sell overseas. That's 20% of the labor force, one job in five. And these are not just jobs for "hewers of wood and drawers of water." Partially or fully manufactured products — as distinct from food and resource products — currently make up about 71 per cent of our exports, and their proportion is increasing.

None of this came about by accident. Hard work, initiative and competence on the part of Canadian businessmen have had a lot to do with it. So has the increasing ability of Canadian industry to produce goods and materials that can be sold on the very competitive international markets. And so have government policies and action designed to encourage growth, and guide the direction of trade.

In other words, a working partnership between Canadian entre-

preneurs, industrialists and government is producing results beneficial to all Canadians. This is a continuing and developing process. And as part of the process it makes eminent sense to have responsibility for the government end of the partnership vested in a minister. This reflects, at home and abroad, the importance which government attaches to international trade. It represents assurance to Canadian business and industry of high-level government support for their efforts to increase and diversify foreign trade. It adds clout in dealings with foreign governments and business organizations. Frankly, we'd be foolish not to have a Minister for International Trade at this time.

**Q.** When the departments of Industry, Trade and Commerce and Regional Economic Development were merged last year most of the external trade function of ITC was moved to External

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