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TRADE MISSION TO WEST INDIES

Some forty Canadian businessmen, leaders in their respective fields, will leave Montreal and Toronto on January 15 for Kingston, Jamaica, on an important goodwill and trade mission to The West Indies and British Guiana, from which beneficial results are anticipated.

Organized by the Canadian Chamber of Commerce, at the invitation of the Incorporated Chambers of Commerce of the British Caribbean, and headed by Mr. Albert C. Ashforth, President, the visit of this mission to The West Indies is timed to coincide with the opening in Kingston on January 16 of the first trade fair in The West Indies sponsored by the Canadian Government. A similar trade fair will be held in Port-of-Spain, Trinidad, commencing on February 20.

The purpose of this mission is to develop closer relations between Canada and The West Indies, and to determine at first hand what problems are involved in expanding trade between the two countries. With this object, discussions will be held with government officials and businessmen in Jamaica, Trinidad, British Guiana and Barbados, by arrangement with local chambers of commerce.

Besides the Canadian Chamber of Commerce, other groups to be represented are the Canadian Manufacturers' Association, the Canadian Exporters' Association, the Canadian Importers' and Traders' Association, the Primary Textiles Institute, the Canadian National Millers' Association, the Maritime Provinces

Board of Trade, the Montreal Board of Trade, the Halifax Board of Trade, and the Canadian Atlantic Salt Fish Exporters' Association.

Six of Canada's nine chartered banks will be represented on the mission, as follows: the Bank of Montreal, the Bank of Nova Scotia, the Canadian Bank of Commerce, the Imperial Bank of Canada, the Royal Bank of Canada, and the Toronto-Dominion Bank.

Mr. Jack H. Warren, Assistant Deputy Minister of Trade and Commerce, and Mr. C. Rex Stollmeyer, Commissioner for The West Indies in Canada, are also members of the mission.

Plenary sessions will be supplemented by more detailed discussions of trade and other problems, for which five committees have been created, as follows:

(a) Exports from Canada to The West Indies, of which the Chairman is Mr. C. Bruce Hill, a Past-President of the Canadian Chamber of Commerce and President of E T F Tools, Limited, St. Catharines, Ont.

(b) Imports from The West Indies to Canada, of which the Chairman is Mr. Morgan Reid, Chairman of the Executive Council of the Canadian Chamber of Commerce, and General Manager, Planning and Public Relations, of Simpsons-Sears, Limited, Toronto, Ont.

(c) Tourist and Exchange Problems, of which the Chairman is Mr. Henry G. Birks, a Past-President of the Canadian Chamber of Commerce, and President of Henry Birks & Sons Limited, Montreal, Que.

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