



CANADA

# CANADIAN WEEKLY BULLETIN

INFORMATION DIVISION • DEPARTMENT OF EXTERNAL AFFAIRS • OTTAWA, CANADA

Vol. 17 No. 24

June 13, 1962

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## CANADA'S ENERGETIC TRADE PROGRAMME

The following is a partial text of an address by the Deputy Minister of Trade and Commerce, Mr. James A. Roberts, to the Canadian Manufacturers' Association in Montreal on June 5:

"...Our programme of trade missions moved into high gear with no fewer than 24 groups scheduled to leave Canada in the 1961-62 period. This is a rate of about two a month. In 1961, four missions went abroad. Between January 1 and May 31, 12 missions left Canada for targets in many areas of the world. Between September and the end of the year, nine more will be on their way. These trade missions include representatives of every important industry in Canada, including labour.

"You will note that I mentioned representatives of labour. It has been our practice since the beginning of the current programme to invite a top representative from the appropriate labour group to accompany each mission. The move was well received and I think has proven to be extremely valuable from all points of view.

"We have also greatly expanded our trade-fair programme. A new Trade Fairs and Trade Missions Branch of the Department has been established to coordinate these forms of export promotion. Some 55 fairs were included in our 1961-62 programme, including two extremely successful all-Canadian shows held in Nigeria and Ghana. Approximately 57 fairs and exhibitions are on our list for 1962-63.

### NATIONAL PRODUCTIVITY COUNCIL

"With the help, guidance and active participation of all walks of Canadian life, including industry and labour, we have established a National Productivity

Council, patterned on similar organizations in other countries. The basic, and often unspectacular, groundwork has been completed and the Council is rapidly moving into its proper role with a well-planned programme designed to assist business and industry and to increase employment. Those of us who are closely connected with the Council are extremely enthusiastic about progress achieved and happy in the knowledge that we are now approaching the stage already reached by some of the advanced labour-management countries, such as Germany and the Netherlands.

"The Department had a big part to play in the establishment of a National Design Council. We have also set up a National Design Branch to implement proposals of the Council and to advise and assist industry with its problems in the field of style and design. Our objective is to spur the development of products of high quality and distinctively Canadian character. A new National Design Centre will be opened in Toronto in November, housing a new index of outstanding Canadian-designed products, photographs, specifications and the names of their designers. The Centre will also contain an index of all design facilities which are available for consultation in Canada by industry.

"Many small and medium firms have already received the benefit of guidance from our Small Business Branch, including advice on management training. They have been given new impetus by credits under the Small Business Loans Act and from the Industrial Development Bank, both of which have expanded their fields of operation and their resources of loan funds.

"Our highly-trained force of trade commissioners throughout the world was strengthened last year by

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