

opinions of businessmen and newspapermen who went with me to China, the U.S.S.R., Algeria or Japan. I rest my case on what they said on the subject.

For fear, however, that some future readers of *Hansard* might think the former minister was only reminiscing on his own when he prepared that description of my behaviour, I should like to say here in public that what he said about me was a caricature which does not describe the conduct that he himself followed when he was Minister of Trade and Commerce. He was really working for Canadian exporters, and I would appreciate it very much if he could accord me the courtesy of presuming that I am doing the same.

Mr. Hees: I think your heart is in the right place. I am wondering about your methods.

Mr. Pepin: Very well, let us consider methods then. The hon. member made three main suggestions. The first was that we should send out 25 missions a year composed of businessmen. The second was that we should bring to Canada from abroad between 600 and 700 businessmen a year. I think I am quoting him accurately. He added that we should wine and dine and entertain them. I do not think he could have meant that, since he had already condemned me for going from one dinner to another. His third recommendation was that we should arrange meetings between businessmen and officials of my department. These are very good ideas. I agree with them.

The only difficulty is that we are already doing all those things; we have been doing them for two or three years. I am disappointed; I thought the hon. member was a devoted reader of the *Financial Post*, the *Financial Times*, *Le Devoir*, the *Globe and Mail*, the *Vancouver Sun*, all those respectable newspapers which have been reporting my activities extensively in the last months and years.

I shall demonstrate this. First, as to missions. This year we have received about 25 incoming missions. The situation with regard to outgoing missions is different. I simply say that because a technique was good three or five or ten years ago does not mean the same technique will remain good for centuries to come. We have found by analysis that this type of businessmen's mission may not be the best. As a matter of fact, we have decided to adopt one of the other suggestions the hon. member was making the other day; we have decided to make better use of our money by sending specialist missions abroad.

Suppose, let us say, that there is a question involving the entry of apples to Japan. We recruit a group of specialists and interested businessmen in Canada and send them out as a technical mission. I am citing an actual case. Or suppose there is a problem involving the entry of tobacco into Japan. Well, we send a technical mission made up of tobacco growers. We believe this to be a more precise and effective instrument. It is the difference between using an axe and working with a scalpel.

Speech from the Throne

The hon. member says we should bring businessmen here from abroad—he suggests between 600 and 700 a year. Well, we have been doing this for the last three years. Last year 700 came and this year we are expecting between 900 and 1,000. We are doing more than this. We are developing an entirely new set of programs for participation in capital projects abroad, for participation in market development, for participation by individual manufacturers in trade fairs. We say to an exporter, "You have been putting in three or four bids in the last few months and you are short of money. We shall pay 50 per cent of the cost of the next bid, or 50 per cent of the cost of bringing a prospective purchaser into Canada." If it works, the businessman pays the money back. If it doesn't, he forgets it and so do we.

We have also set up a market development group which is at work now putting things together—people producing equipment, people offering services, financial sources. The group spends its time putting these three components together. In other words, we are already much ahead of the hon. member for Prince Edward-Hastings.

The hon. member does not like the type of mission I led recently to many countries, Algeria, China, Japan, and so on. These missions are not made up of politicians only. They are tripartite in nature and I should like to underline this fact. There is usually a politician or two included: my parliamentary secretary was in the last one. Usually missions also include five, eight or a dozen officials from my department and a few more from the embassy of the country we are visiting. The Canadian ambassador is generally of great help to us. For example, Mr. Moran in Japan did a splendid job for the mission there. Then there is also a group of businessmen with the mission. What is wrong with that?

Mr. Hees: It's good, but you do not do enough.

Mr. Pepin: Last year missions went to Japan, Germany, the U.S.S.R., China, Algeria, Morocco and Israel—and the hon. member protests when I am not in the House!

Mr. Hees: I have never done that.

[*Translation*]

The Acting Speaker (Mr. Laniel): Order, please. I regret having to interrupt the minister, but his time has expired. Unless he gets unanimous consent from the House, he cannot continue his speech. Is the House prepared to allow the minister to complete his remarks?

Some hon. Members: Agreed.

[*English*]

Mr. Pepin: On those last five missions I have taken with me 102 businessmen and they have done extremely well for the missions.

If I had more time I would go into great detail as to the way in which we conduct these missions and determine their modus operandi. For example, when we went to the Soviet Union the problem was one involving two countries whose products and resources are not com-