

"What of trade relations with the Soviet Union? As an international trader, the Soviet Union is a potentially serious competitor, although competition has heretofore been more spasmodic than sustained.

SOVIET-BLOC MARKET

"There are market opportunities in the Soviet bloc which Canada can and should develop under the terms of the new trade agreement signed last April. The U.S.S.R. has thereby undertaken to buy twice as much from Canada as it sells to Canada. The possibility exists of developing a substantial volume of trade providing that a determined effort is made to provide goods which find acceptance in each other's markets.

"Agricultural export markets are of major and fundamental importance to Canada. Twenty-five per cent of the total exports are agricultural products -- with wheat and flour comprising one-tenth of all foreign sales. The recent change in the responsibility of Ministers for the Canadian Wheat Board will therefore be of interest to you. World wheat stocks are at record levels and in that commodity international competition is intense. Both the Minister of Agriculture and the Minister of Trade and Commerce have a major responsibility for dealing with this situation. The Wheat Board, since a change made some weeks ago, reports to the Minister of Agriculture, but both Ministers are jointly responsible for wheat marketing. The Department of Trade and Commerce will continue to have primary responsibility for export promotion and trade policy; it will continue to pursue every opportunity for expanding commercial markets for wheat. Trade and Commerce will also still be responsible for international Wheat Agreement, the Canada-United States Quarterly Wheat Meetings and the Wheat Utilization Committee.

"To summarize, Canada's economic opportunities demand the expansion of her world markets. Canadians cannot assume that any share of this is theirs by right. It should be the business of Canadian producers to better their competitive position and to develop markets abroad. Canada's foreign trade service will contribute fully and vigorously to assist Canadian producers in their export endeavours.

BENEFITS OF INCREASED TRADE

"The concern of this Conference has been with the beneficial effects this extensive and intensive export-trade development programme will have on our primary and secondary industries. True, this is the major target and on this we must concentrate all the energies and initiative essential to good salesmanship if we are to win these benefits.

"Servicing facilities will benefit too -- great networks of transportation facilities, rail, road, water and air, our modern sea-ports, strategically placed from coast to

coast, and the St. Lawrence Seaway. Canadian taxpayers and investors have hundreds of millions of dollars invested in these facilities, which, in themselves, are an important part of any export development programme.

"Goods destined for foreign lands must be moved, and, as the volume of goods so moved increases, so new avenues are opened which lead to expansion and development and the more profitable operation of the agencies which provide the means of movement.

"It has been well said by my colleague the Minister of Trade and Commerce that the ever-increasing use of harbour facilities and transportation systems is the only way by which the door to profitable operation can be opened. 'And', he added, 'the key to this door is largely in the hands of the exporters and importers who constitute such an important part of the commercial life of this or any other country'.

"In a major campaign to win new markets abroad for the primary and secondary industries of Canada, Canadians should put forth every effort to ensure that Canadian ports and transportation systems have their rightful place in the picture and that Canadian facilities are used to the maximum at all times in the carrying and handling of Canadian goods.

"Throughout Canada's story, Canadians have been venturesome in trade. The Hudson's Bay men braved the Russian power in Alaska to trade beyond the inhospitable mountains. The tall ships of the Maritimes carried the goods of Canada along the most distant sea lanes. That spirit still lives.

"Canadian trade must be increased. Canada has the products. The Trade Commissioner Service has done its part and is determined to do more. The vigour of businessmen looking for markets and refusing to be deterred is needed in greater measure than ever before.

"It would have been so easy so often in our history to say it wasn't worth fighting for export trade in competition with the massive production of the United States and the low wages in other countries.

"Our past achievement and our promise for the future is that we never gave up.

"Dare anyone say that the difficulties of today are greater than those we have known in trade in the past?

"This is a country which has been faithful to its contracts, where the standard of business ethics is high, where shoddiness and sharp trading are despised.

"This Conference has been a tremendous inspiration. Canadians can go about the world with the confidence of a good name.

"We are not asking anyone to be nice to us because we are nice people. We are asking them to recognize value when they see it. And too many of them will never know the attractiveness of what Canada has to sell unless we take our goods to them and display them on the international counter."