



CANADA

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CANADA MOBILIZES FOR EXPORT

Trade commissioners from Canada's sixty-three posts in forty-nine countries throughout the world will assemble in Ottawa on November 30, to study ways and means whereby trade with their respective territories can be expanded, Mr. George Hees, Minister of Trade and Commerce, announced on November 8, 1960.

These trade commissioners will meet with Canadian businessmen, who are being invited to visit Ottawa for discussions on matters of particular concern to them. The occasion will afford the Minister an opportunity of meeting these officers, and of discussing with them trade expansion in their respective territories.

Mr. Hees said it is essential that Canada should not only maintain her position in her traditional markets, but that she should increase the volume and value of her exports to all countries. "I consider myself the sales manager of a team, whose prime purpose is to sell Canadian products in all countries. It is good business practice for the sales manager to discuss the policy of his company with the salesmen in their respective territories, and to obtain from them suggestions whereby more business can be transacted. Our trade commissioners are, in a very real sense, salesmen who establish contacts and direct the attention of prospective purchasers to this country as a source of supply.

"This is the first occasion on which a sales conference of such magnitude has been organized by the Department of Trade and Commerce. It is expected that 111 trade commis-

sioners will spend two weeks in Ottawa -- both the senior officers of each post as well as assistant trade commissioners.

"The promotion of Canada's foreign trade can best be undertaken in full partnership between the Department of Trade and Commerce and Canadian businessmen", Mr. Hees continued. "It follows that this kind of joint support and co-operation should be encouraged for optimum benefit. Thus, every effort will be made to achieve this objective.

"There is a wealth of co-operative ability available throughout our country. My job is to provide the means whereby this co-operation and the urge to drive forward in the search for a larger share of the foreign markets of the world may be utilized to the fullest extent. I am confident that Canadian producers will exert every effort to take advantage of the facilities being placed at their disposal, and that Canada will not lag behind other countries.

"Current trade developments, both international and domestic, render imperative the utilization of all available methods and techniques to stimulate the demand for Canadian products, thus to increase the volume and value of our exports. I am convinced that, in partnership with Canadian business and industry, much can be accomplished.

"Thus, in arranging for our trade commissioners to assemble in Ottawa, I am writing the presidents of trade associations, with some of whom I have already discussed this proposal, requesting that they communicate