

Trade Fairs and Missions

A new programme of trade-fair participation has recently been approved. Participation in 78 fairs is planned during the 18-month period from January 1968 to June 1969.

A new programme of 35 trade missions will go into effect April 1. This year's programme will strike a good balance between outgoing missions of Canadian businessmen (20) and incoming missions of foreign buyers (15). During centennial year, of course, our emphasis was primarily on the incoming type of mission.

External Services

Our plans for establishing new posts abroad, particularly in the EEC, Eastern Europe and the Pacific-rim countries, have unfortunately had to be postponed in light of the Government's recent measures to restrain expenditures. However, the work of continually improving the services of existing posts continues. The review of the role and function of our offices abroad in promoting Canadian consulting services is nearing completion. Revised guide-lines will be issued to ensure that all trade commissioners are performing the required functions in this important area. Progress is being made in developing and refining trade-promotional planning and budgeting systems adaptable to a highly decentralized foreign service organization. The application of these accepted management techniques will help ensure maximum return on the resources invested in overseas operations.

Conclusion

I have tried in a few minutes to sketch some of the current world-trade developments and something of our responses to them.

I think we have some good programmes going for us in 1968....

S/A