



# CANADIAN WEEKLY BULLETIN

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## WEEK'S EVENTS IN REVIEW

**INTERNATIONAL TRADE FAIR:** The first Canadian International Trade Fair - undertaken by the Government of Canada to promote freer exchange of goods between all nations - has completed a most successful initial week. Held at the Canadian National Exhibition grounds in Toronto, all reports have indicated a tremendous success toward the goal of expanded international trade.

"In order to develop trade that is founded on a lasting basis of goodwill, personal confidence and mutual benefit, men must meet and transact business together," said His Excellency the Governor General, Viscount Alexander, in an address at the opening ceremonies on May 29. "It has been the confident hope of the Government of Canada that by holding an International Trade Fair on this side of the Atlantic, this new-world nation can make its most useful and most timely contribution toward re-establishing among business men of many different countries, the personal contacts that are the very essence and foundation of good trade relations."

Speaking as Acting Minister, in the absence of the Minister of Trade and Commerce, the Hon. James A. MacKinnon, at a luncheon in connection with the opening ceremonies, congratulated and thanked the many organizations whose combined cooperation and support had aided in the creation of the Fair. The common motive, he said, was to do what could be done toward the restoration of trade among nations "to the decent and historic basis of give-and-take."

"Our purpose," he proceeded, "was not entirely unselfish. Canada found herself, after the war, over-equipped with productive capacity by the standards of her pre-war trade. New outlets were urgently required to keep that capacity in operation; we could either maintain our place as third trading nation, or else we could shut down half our shop, and in so doing reduce our industrial payrolls. Our national character and individual faith in our country being what they are, there could be only one answer. Collectively, we chose progress rather than retreat...."

CBC has carried the news of the Trade Fair all over the world. It has gone out daily, in interviews and in commentaries, in English, French, Dutch, Czech, German, Danish, Norwegian, Swedish, Spanish and Portuguese - to Europe to the Caribbean and Latin American and to Australia. Canada's goodwill has gone forward to all corners of the world.

Although it is too early yet to assess the practical results, already there is evidence that business is being transacted on quite a substantial scale. One British exhibitor of toys made a large sale to a Canadian importer before he even had his goods unpacked. Another British exhibitor, a manufacturer of plastic extrusion machinery, reports sales in one day of over \$120,000. But trade officials say it will be impossible to measure the success of the Fair in dollars and cents as learned from the individual exhibitors. The long term benefits will far outweigh in importance the immediate "cash-in-the-till" results.