

Such a restructuring of developed economies is already taking place as a result of a continuously changing pattern of world trade and swift changes in technology.

For a country like Canada so dependent on world trade, this would mean to specialize deliberately some research and science-based industries where we can.

G) Assistance in export-promotion techniques

Progress in export-promotion techniques and better knowledge of market conditions in both developed and developing regions are also conditions for successful international marketing of products produced in developing countries. Canada sees assistance in export promotion as a good way to ensure that developing countries will not experience new frustrations by losing export opportunities provided by better access to world markets.

Experience gained by the ministerial mission to Latin America in 1968 has confirmed that problems such as the lack of direct shipping lines or of appropriate contacts between businessmen result in loss of trading opportunities.

The assistance provided by the GATT-UNCTAD International Trade Centre and the Inter-American Export Promotion Centre is an effective means to help developing countries to market their products in industrialized countries. In addition to market surveys, the International Trade Centre offers developing countries training programs for their trade experts to familiarize them with modern marketing techniques.

We also extend technical assistance in trade promotion bilaterally. For example, in recognition of the need for Latin American countries to increase their export trade, CIDA recently undertook the financing of a survey of the potential for Mexican and Brazilian products on the Canadian market.

3. THE PRIVATE SECTOR

Better access to industrialized markets could by itself be of limited practical value to developing countries, particularly in non-traditional sectors. Consequently, foreign private investments have an important contribution to play if production facilities are to be set up to take advantage of new export opportunities, particularly for capital-intensive industries.

Canadian business and industry have a growing role to play in the development-assistance program. Canadian experience with small-scale and medium-scale industrial enterprises, and in such sectors as food-processing, wood products and raw-material processing, is often particularly relevant to the requirements of a number of recipient countries at this stage of their development.

Direct investment in developing countries by Canadian business is not negligible. Examples include: electronics plants in Turkey, Greece and the Philippines; mining developments in the Dominican Republic and Brazil; and bauxite-mining and alumina-processing plants in Jamaica and Guyana.