

....I have given a brief review of our official visits to nine Latin American countries. We have come back from our tour with increased knowledge and with increased confidence in the future of our relations. But I am sure I speak for all members of our Mission, and particularly for the business representatives who were with us, and were able to prove this for themselves, when I say that what impressed us most was that our trade with these countries can be expanded to still much greater levels. Latin America is one of the world's major trading areas, selling over \$3 $\frac{1}{2}$ billion yearly to the United States alone and buying almost \$300 million monthly from the U.S. - our nearest competitor. I believe Canada's share of this trade could be greatly increased and our position in these markets further improved. The opportunities are there, and it is up to us to make sure they are grasped and developed.

This is a job that must primarily be done by Canadian businessmen themselves. There is no substitute for personal, direct, on-the-spot contacts and relations. I would most strongly urge senior Canadian businessmen to go to the countries of Latin America and see for themselves what new fields are open to them. I would like to think that our own visit was but the first of many such visits in both directions by business groups and individuals. There is no better way of getting to know one's customers and suppliers and of finding new customers and new suppliers.

I took the opportunity of my stay in each country to extend to the governments and business groups of those countries an invitation to come and visit us in Canada. I know many of them are making plans to do so, and I have assured them that they will meet with the warmest and most cordial reception among us. I also invited the governments and business groups of each country visited to attend our International Trade Fair. Many of them have already done so, and more will come in future years.

Like Canada, the countries of Latin America are countries of the future. We have come closer together over the years. May I express my sincere hope that we shall continue to work together in our programme for the expansion of our economies.

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