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TRADE MISSION TO EUROPEAN ECONOMIC COMMUNITY

Mr. Gordon Churchill, Minister of Trade and Commerce, has announced that a Canadian trade mission will visit countries of the European Economic Community in October, in order to familiarize themselves with recent developments in that area. This is a particularly strong mission, which will be headed by the Deputy Minister of Trade and Commerce, and will comprise the presidents and other leading executives of the chemical, mining and pulp and paper industries.

Mr. Churchill said members of the mission will meet with senior government officials and the principals of firms importing primary and semi-processed materials, in order to determine their requirements and how best Canada can serve the European common market of some 165 million people. It is hoped that, as a result of the friendly discussions with leading businessmen of these countries and executives of trade associations, closer commercial ties will be developed with Canada. The mission will focus the attention of European businessmen on Canada as a trading partner. It will emphasize the importance to the Community of taking Canadian interests as a major European supplier fully into account in future planning.

RESULTS HOPED FOR

Members of the mission will be enabled to assess the effectiveness of company and industry policy on production, marketing methods, commercial connections and investment. On their return home, they will be in a position

to provide their respective industries with a clear understanding of the common market requirements. It is hoped they will leave in Europe a favourable impression of Canada as a desirable source of supply for products essential to the development of industry in the European Economic Community.

The mission will leave Montreal on October 7 for Brussels, and will spend four days in Belgium and Luxembourg. Two days will be spent in the Netherlands, six in the Republic of West Germany, five in Italy and four in France. One day has been reserved for discussions with members of the Canadian delegation participating in tariff negotiations at the Geneva meeting of the General Agreement on Tariffs and Trade. Arrangements for conferences have been made by trade commissioners in the respective countries.

PERSONNEL

Mr. James A. Roberts, Deputy Minister of Trade and Commerce, will assume leadership of the mission, and will be accompanied by Mr. Arnold M. Tedford, Acting Assistant Director of the Commodities Branch. Other members of the mission are: Mr. D.W. Ambridge, President, Abitibi Power & Paper Company, Limited, Toronto, Ontario; Mr. J.R. Bradfield, President, Noranda Mines, Limited, Toronto; Mr. Fraser W. Bruce, President, Aluminum Company of Canada Limited, Montreal, Quebec; Dr. E.B. Gillanders, Executive Vice-President, The Rio Tinto Mining Company of Canada Limited, Toronto; Mr. J.R. Gordon, President, The International Nickel

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