

encourage Canadian private investment in developing countries, including a facility to insure such business against certain non-commercial risks not encountered in domestic investment.

Work With Associations

During 1968, our promotional efforts will be concentrated more than ever before on a close integration of Departmental interests with export committees of trade associations. This, of course, will not be at the expense of our continuing service to individual firms.

As you know, our efforts to encourage industries to set up export committees - a recommendation of this Council - have met with considerable success. As of the first of this month, 27 new export committees are being formed following on the letter I wrote to all major trade associations. This is in addition to the 30 associations already organized for export.

Our work with associations will concentrate on: Providing a focal point for transmitting information to the largest number of firms in specific manufacturing sectors; making more firms aware of new export opportunities, particularly in the U.S. market; encouraging trade associations to formulate their own export-promotion programmes, to which we can apply our own expertise and assistance.

What with our efforts to develop closer ties with industry associations and our follow-up work providing information on the Kennedy Round, we are going to have more officers "on the road" working with industry this year than ever before in our history.

Promotional Support

Last year, one of our most successful promotional ventures was Operation Export 1967. You may be interested to know that, to date, over \$22 million of new export business has been directly attributed to Operation Export, of which \$17.5 million was by exporters new to the market when the business was written. Our posts are still investigating the market for over 5,000 individual enquiries.

This year, we shall continue in other ways to develop more awareness and use of our services to exporters: The toll-free Zenith telephone arrangement, which drew thousands of calls to our regional offices in 1967, has been updated to Zenith 0-1968 and will be carried on through this year. An advertising campaign stressing the partnership of business and government in export promotion will run in major national and regional business publications. A new film depicting the role and services of the Department will be available in about a month's time for showing to business groups. A new procedure for reporting in the Department's magazine Foreign Trade, based on an examination of the priorities of Canadian trade opportunities and the need for foreign market information, has been developed. This will make the publication more effective in communicating business opportunities to Canadian exporters.