

port, shipments being 1.3 per cent above those in January-June 1961, followed by aluminum and products, which rose by 23.0 per cent. Nickel was third, although exports declined by 14.2 per cent, followed by newsprint, which rose slightly. There were lesser shipments of copper and products, tobacco, lumber, wood pulp, precious metals and flour, while grains other than wheat and oil-cake advanced. Altogether Britain absorbed 14.5 per cent of Canadian exports and supplied approximately 9.1 per cent of the first six-months' import. There was some increase in imports of British animal products, machinery, chemicals and textiles, while arrivals of non-ferrous metal and non-metallic minerals were fewer.

COMMONWEALTH

Trade with Commonwealth countries and countries enjoying preferential tariff rates, exclusive of Britain, varied considerably in the first half of 1962, total exports declining by 9.5 per cent and imports advancing about 10.2 per cent. Exports to Australia and Jamaica advanced, while those to South Africa, New Zealand and India declined considerably. Detailed figures are not available for imports, but preliminary returns indicate an increase in arrivals from Hong Kong, India, Malaya, Trinidad, Ireland, South Africa, Ghana, Australia and New Zealand, while there appears to be a decline in imports from Jamaica, Kuwait, Kenya and Nigeria.

Trade with the remaining countries for the first half of 1962 showed a decline of 0.9 per cent in total exports and an estimated gain of 12.2 per cent in imports from January-June levels in 1961. Exports to Western Europe were moderately less in the six months, owing to declines in the first quarter that were particularly offset by an improvement in the second quarter. Shipments to South America were slightly less, while those to Central America and the Antilles dropped by a sixth, to the Middle East by more than a third and those to Eastern Europe by nearly two-thirds. Exports to Asia rose by a quarter, mainly owing to large shipments of wheat to Communist China and the general high level of exports to Japan.

CANADA TO WOO WORLD MARKETS

On September 4, Mr. George Hees, Minister of Trade and Commerce, announced "Operation World Markets", a series of large-scale projects designed to promote Canada's export trade. "Operation World Markets" is scheduled to take place over the six-week period from March 23 to May 3, 1963. Officers of the Department of Trade and Commerce both in Ottawa and at the Department's 65 offices abroad have been engaged for some months now in laying the groundwork for this comprehensive campaign.

MACHINERY AND EQUIPMENT MISSION

Between March 23 and 31, the Department will bring more than 200 businessmen and officials from other countries to Canada to meet Canadian manufacturers of machinery and equipment at their own factories. The purpose of the visit is to give these potential purchasers an opportunity to obtain a first-hand impression of Canadian capabilities and pro-

ducts, and to enable them to discuss purchases of machinery and equipment with Canadian industrialists.

The visitors will be accompanied to and across Canada by trade commissioners from Trade and Commerce offices in their own countries, who will act as their hosts and guides.

NATIONAL SAMPLES SHOW

Plans based on the highly-successful results achieved at the regional samples shows held at Toronto and Montreal in May and June are being formulated to fly more than 500 buyers from round the world to a National Samples Show, which will display products available for export from all areas of Canada. The buyers will be guests of the Canadian Government during the show.

The National Canadian Samples Show will be held in Toronto on April 2, 3 and 4. Present plans call for over 400 Canadian firms to exhibit their products, which will include such items as clothing, furniture, domestic appliances, hardware and building materials, food, furs, sporting equipment, books and allied paper products.

Invitations to the National Samples Show will be extended by the Department's trade commissioners stationed in various areas of the world to buyers, rather than to merchandise managers and executives. The institution of the event, which has proved so successful in developing new export outlets to the United States, is to be applied to other parts of the world, where extensive studies carried out by the Department over the past two years indicate there are potentially valuable markets for Canadian-produced consumer goods.

TRADE COMMISSIONERS' MEETING

During the week April 4 to 11, a conference of Canadian trade commissioners from the various areas of the world will be held with departmental officials. Its purpose will be to carry out detailed group studies on changing world-trade conditions and discuss special problems encountered in various trading areas abroad.

EXPORT PROMOTION CONFERENCE

The success of the Export Trade Promotion Conference held in Ottawa in December 1960, when 1,365 Canadian businessmen, representing 1,133 Canadian firms, came to Ottawa and met 110 Canadian trade commissioners from all parts of the world, and the 12 subsequent conferences held in all ten provinces of Canada, has encouraged the Department to organize a second National Export Trade Promotion Conference, to be held in Ottawa from April 16 to May 3.

Continuing studies of world markets for Canadian products will, it is believed, equip Canada's trade commissioners to help Canadian producers materially in extending their efforts to enter the field of export markets.

Individual offices will be provided for private interviews between trade commissioners and representatives of business firms. It is expected that the number of interviews at the proposed conference may double the approximate number of over 10,000 held during the 1960 National Export Trade Promotion Conference.