

sharing of costs of trade fairs between the Department and exporters who benefit therefrom, thereby permitting the expansion of this useful function.

The Kennedy Round has been a major step forward in the process of reducing barriers to the flow of international trade. But for a country like Canada, so dependent on a healthy international trading climate for a strong and growing economy, continuing moves towards trade liberalization are necessary. While the first priority must be to the full implementation of the Kennedy Round results, including the International Grains Arrangement, we must also work for measures which will continue the process of freeing world trade.

It was to this end that I participated in the GATT ministerial meeting last November to set out a work programme for the member countries of the General Agreement. In Geneva, I presented Canada's views and suggestions on the future work of the GATT. I was able to propose that we "... reaffirm (our) basic policy commitment to the cause of freer multilateral trade and (our) determination to ensure that the impetus to trade liberalization given by the Kennedy Round is maintained". I put particular emphasis on the desirability of the sector approach in future trade negotiations. While we recognized that no major new negotiations on a comprehensive basis could be expected in the near future, we did agree on the need to investigate those areas where further international negotiations would be beneficial. The complexities of the problems that remain and the uncertainties of the post-Kennedy-Round world require that a great deal of preliminary work be done. And that is what we and our trading partners agreed to begin. The work programme will be focusing on three main areas -- trade in industrial products, agriculture and problems of the less-developed countries.

In the Kennedy Round, we maintained close touch with the Canadian business community, and we intend to maintain the same close contact in this further work programme.

Although the final figures are not yet in, it is clear from the data available that Canadians have met the 1967 export target of \$11.25 billion which I set. This year will be one of great challenge to Canadian exporters, representing as it does the first year of the implementation of the Kennedy Round results. I look to the vigour and ingenuity of Canadian exporters to meet the 1968 export target of \$12.3 billion.

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