

Particular attention was devoted to the problem of developing greater interest among Canadian businessmen in the possibilities of the Latin American market.

There was general agreement that exports could be increased by continuous and energetic efforts, despite dollar shortages in some countries and keen and growing competition from other exporting nations.

The visiting Trade Commissioners and businessmen covered a wide range of topics, including the problems involved in selling on credit terms in some countries in Latin America and the encouragement of business and official visits both ways between Canada and Latin America.

#### FUTURE PROSPECTS

Canadian exports to Latin America have trebled in value in the past ten years and imports from the area have quadrupled. What are the prospects in the immediate future and over the long term for this increase to continue?

The trend of imports from Latin America is likely to be upward both through the next year and in the next decade. The Latin American economy largely complements the Canadian and our own growth will mean that we shall need ever greater amounts of products grown, made or extracted in Latin American countries at competitive world prices.

For the next year or two, Canadian exports to Latin America are not likely to increase substantially, although the trend should be a rising one. Some countries--such as Venezuela, Peru, the Dominican Republic and some Central American republics--will continue to be open markets for Canadian goods. Others which suffer from dollar shortages--such as Brazil, Uruguay, Argentina and Chile--are likely to remain closed to a wide range of our products.

The long-range outlook for Canadian exports to the area is, however, excellent. Most Latin American countries are experiencing dynamic changes in the structure of their economies. New agricultural areas are being exploited; industries are springing up; efforts are being made to diversify the economic base of most countries; production methods are being improved; the physical volume of exports is increasing; real income per capita is advancing, and government-financed public works programmes (either under construction or planned) will help to stimulate a further rise in real income.

Canadian raw materials, capital equipment, and other goods will be required in increasing volume to feed and to expand the agricultural and industrial development of Latin America. We can participate in this growing demand, provided our products can compete in price and quality with those of other countries and our exporters are prepared to go after the business.

**ONTARIO OFFICE IN NEW YORK:** Explaining why the Province of Ontario has opened an industrial development office in New York City, the Hon. William M. Nickle, Q.C., Ontario Minister of Planning and Development, said that in 1956 an all-time peak will be reached in the number of new manufacturing industries of American origin, establishing in Ontario. It is this interest on the part of American industry which prompted the Ontario Government in 1953 to open an industrial development office in Chicago and now in New York City. He further stated that the influx of American industry into Canada is a continuation of a trend which has been increasing in volume over the past number of years. Manufacturers in the United States have been strongly aware of the way in which the Canadian economy has been continuously expanding and providing new opportunities. In the period from 1946 to 1955 Canada's population increased 27 per cent, that of the United States increased 17 per cent; while our gross national production grew by 130 per cent. American production grew by 85 per cent; Canadian new investment in manufacturing increased by 179 per cent, while that in the United States increased by 81 per cent. Mr. Nickle emphasized this was no small achievement for a nation of some 16 million people.

#### SUBSTANTIAL CONTRIBUTION

Mr. Nickle said, "American manufacturers have made a substantial contribution to Canadian economic development. With a growing population for whom jobs must be found and a universal desire for an even higher standard of living, Canada is faced with the need to process a greater proportion of her raw materials into manufactured goods bearing the 'Made in Canada' label.

"To help solve this problem Americans have brought to our Province and our country new money for investment in new factories, and new know-how to keep the stream of new products moving from the assembly lines. Americans have invested 1.7 billion dollars in Canadian manufacturing since 1946. American branch plants, added to the flow of rapidly expanding Canadian industry, have made it possible for Canadian manufacturing production to increase by 143 per cent since 1946."

He pointed out that Ontario, which contributes one-half of Canada's employment, payrolls, production and new investment each year, offers more opportunities to manufacturers than ever before in her history. Backed by a high level of immigration and an increasing birth rate, the Province's population has risen to over 5.3 million and should reach 6 million by 1960. This means a larger market and more workers. The St. Lawrence Seaway and Power Project will provide Ontario manufacturers with abundant, low-cost economical transportation and hence greater accessibility to raw resources and markets.