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Late news

As this issue went to press, Liberals had won 146 seats, Progressive Conservatives 103 and New Democrats 32 in the February 18 general election. No Social Credit candidates were elected or re-elected. Canadians will have a Liberal majority Government in the next Parliament.

Liberal leader Pierre Elliott Trudeau has become the fourth Canadian Prime Minister, along with Macdonald, Laurier and Mackenzie King, to be elected to that position four times.

The next issue of *Canada Weekly* will carry details.

Report recommends ways to increase Canadian exports

"Canada must lead out in a more determined way to capture a greater share of world markets in the face of tougher competition," according to the final report of the Export Promotion Review Committee. The Committee, established in December 1978 by the Department of Industry, Trade and Commerce, examined the effectiveness of existing government export promotion and support services.

The following excerpts from the report, entitled Strengthening Canada Abroad, recommend ways in which Canada may enhance its export situation:

Canada needs a vigorous renewal of will on the part of corporate management and labour to maintain international competitiveness and to get out and win export markets. That renewal of will needs a supportive Federal Government with co-ordinated and focused export support services. The Federal Government should, therefore, make a high profile public commitment in support of Canadian exports. Active ministerial involvement is needed both in pursuit of contracts abroad and in emphasizing at home the enormous economic significance of international trade to the Canadian economy. Trade must become more important politically....

Public awareness of Canada's trade position with major nations must be

sharply increased. With international trade close to 25 per cent of output, the need to maintain international competitiveness in our economy should be a pressing public priority. Renewed effort is needed in international education. Private sector firms active abroad should make sure their boards of directors contain some members with international skills or experience. And the overall public commitment for the long term must be to encourage more firms to invest in foreign markets and view them as an integral part of business activity.

Export Trade Development Board

As part of that fundamental commitment, Canada's export support services need to be co-ordinated on an ongoing basis, and



Increased exports are aim of the Committee's final report.