

PAKISTAN FINANCE MINISTER

Mr. Mohammed Shoaib, Minister of Finance of Pakistan, visited Ottawa from November 1 to November 3. During his visit, Mr. Shoaib called on Prime Minister Diefenbaker and held conversations with Finance Minister Fleming, the Deputy Minister of Trade and Commerce, the Director-General of the External Aid Office and the Governor of the Bank of Canada.

On November 2, Mr. Shoaib and Begum Shoaib were entertained at a dinner given by the Minister of Finance and Mrs. Donald Fleming. During their stay in Ottawa, the Minister and Begum Shoaib were the guests of the High Commissioner for Pakistan, Mr. Sultan Mohammed Khan and Begum Khan.

TRADE DISPLAYS ABROAD

Some 18,642,000 people -- more than there are in all Canada -- will be exposed to Canadian salesmen and their products at international trade fairs next year and in the first six months of 1963. The Department of Trade and Commerce made the estimate recently in releasing details of the biggest trade-fair programme in Canadian history.

In its all-out drive to expand Canadian export trade, the Department is more than doubling Canada's trade-fair promotion effort next year. Canadian products will be sold at 34 trade fairs in 1962, compared with 16 fairs this year. Another 21 fairs are already scheduled for the first half of 1963.

The spectacular increase in the number of fairs is only part of the story. Canada's exhibits generally will be bigger and better, and will be backed up by more extensive publicity and advertising campaigns. Attendance at the 1962 fairs is estimated at 13,329,000, more than four times the estimated 3,206,000 attendance for the fairs Canada is participating in this year.

Hundreds of firms throughout Canada are expected to take part in the government-sponsored exhibits in the 55 trade fairs, taking advantage of one of the most economical ways of selling to buyers in markets as widely separated as Glasgow and Minneapolis, Melbourne and Cologne, Tokyo and Milan. The Department of Trade and Commerce bears most of the cost, designs and builds the exhibits, and plans and executes the co-ordinated publicity and advertising campaigns. Besides providing their products and sales promotion material, participating firms are required to man their displays with head-office personnel or their local agents.

SPECIALIZED SHOWS

Many of the fairs in the Department's programme are the specialized type, restricted to specific products such as food, sporting goods, hardware and lumber. Attendance at these usually ranges in the tens of thousands, and is often restricted

to the trade. Other exhibitions, like the big Paris International Trade Fair, are of the general type, featuring a wide assortment of manufactured goods. This type is usually open to the public as well as the trade, and attendance often runs into the millions.

Background information on the fairs is provided in the Department's new booklet *Canada Exhibits Abroad In 1962*, which also gives the deadline dates by which interested Canadian firms must apply for space. A measure of the interest of Canadian industry is indicated by the fact that some of the early 1962 fairs are already sold out. Among these are the big trade fairs in Nigeria and Ghana next January and February, in which more than 80 Canadian companies will be joining with the Department in Canada's first attempt to break into the 45-million-population West African market.

Canada Exhibits Abroad In 1962 tells how Canadian firms can apply for space in the Canadian exhibits abroad, and explains what they must do to ensure that their participation pays off in increased sales.

CONTROL OF OIL POLLUTION

The Department of Transport has taken steps, through a scheme of surveillance in which the Departments of National Defence, Mines and Technical Surveys, Justice and Fisheries are to participate, to step up the drive against oil pollution of Canadian domestic waters by shipping.

Under the new system, masters of vessels of the Transport Department's Canadian Marine Service fleet, fisheries and hydrographic ships, and the pilots of some RCAF and Transport Department aircraft, will be on the lookout, during their normal operations, for oil floating anywhere in Canadian waters, both inland and coastal. The immediate reporting of such oil will enable the Department to make speedy investigation and to take action, where there are grounds for prosecution, against the masters or owners of offending ships.

Because the "turn-around" time of vessels in port is normally short, 15 field offices of the Transport Department's Steamship Inspection Service will co-ordinate oil-pollution reports and thus speed up action against offenders. Immediate legal action will be available through 17 Crown Legal Agents appointed by the Department of Justice in seaports throughout the country from St. John's, Newfoundland, to Victoria, British Columbia.

PREVENTIVE MEASURES

In addition to arrangements for reporting pollution after occurrence, extensive preventive action is now being taken. The masters of all ships entering Canadian ports are handed a warning notice by the pilot at the place of arrival. Steam-