

ditional jobs we need each year to keep our people employed and, mark my words, we must provide those jobs!

"This era offers us a great challenge, but it also offers us great opportunities. If we are to benefit from these challenging conditions, we must be ready to assume our respective responsibilities.

"During the past year, the Government has introduced measures to assist both our domestic and export industries. New export-financing facilities have been developed, and the export-promotion programmes within my department have been intensified to assist Canadian producers to expand their export trade.

NEED FOR PRIVATE INITIATIVE

"Canadian industry, however, must also take the initiative. During the Export Trade Promotion Conference held in Ottawa, it became apparent there were new markets which we could enter and older ones in which our share could be enlarged. I believe that the conference was a success, both in terms of the knowledge and experience imparted to businessmen, and in terms of the new shipments that have gone from Canada.

"But since the conference, I have also become aware that some firms have not taken the initiative to follow up the leads and suggestions which they received at the conference. I have written a personal letter to the head of each of these firms, asking why this has been so, in the hope that they will follow up the leads they were given at the conference, and thereby expand their sales.

"To enter and capture new markets, either at home or abroad, demands a continuing concerted effort. It cannot be done simply by attending conferences. I am not suggesting that the majority of Canadian businessmen are relaxing their efforts, either in the export market or the domestic market. From my experience, this is far from the case. But we must ask ourselves: Is Canadian industry doing everything within its power to make Canadian products as competitive as possible, and is Canadian industry readily willing to enter into new product lines, and accept new methods and techniques?

"I have spoken to you about the opportunities for Canadian exports, and the assistance that my trade commissioners can give the Canadian exporter, if he has a product that is competitive in price, quality and design. Let me give you an indication of the marketing opportunities there are today for our exporters.

EXTERNAL MARKET SURVEY

"Our 62 trade commissioner offices were recently asked to report on the commodities and products in the 102 countries for which they are responsible. They were asked to name those items in each of these markets where sales could definitely be increased or initiated if the Canadian article could meet foreign competition. This analysis is another by-product of the intensive investigation which the trade commissioners have been making in the course of the drive for new export outlets, following the Trade Promotion Conference.

"The results for the reports are so interesting I think I should outline them to you. Subject to further

refinement, this survey will enable us to suggest to exporters, and potential exporters, what items are capable of sales development around the world.

"When our survey is complete, we shall have a guide as to the main commercial prospects in some 102 markets. All but a handful of these have been reported on, and our present compilation already shows definite opportunities in 1,760 instances. This ... should make us sit up and take notice. Here are 1,760 challenges to Canadian producers.

"By main geographical areas, the figures are as follows:

Western and Eastern Europe -- of the 20 markets reported, there are 318 products, the sale of which could be increased; *Asia and Middle East* -- of the 11 markets reported, there are new opportunities for 419 products; *Commonwealth* -- of the 30 markets reported, there are opportunities for 320 products; *Latin America* -- of the 20 markets reported, there are opportunities for 223 products; *United States* -- the six marketing regions report some 480 opportunities.

"This means that we have a total of 1,760 opportunities for increased sales in individual markets, or opportunities to make new sales. Let me remind you that, throughout, I am speaking of manufactures and products which our trade commissioners know we are capable of exporting, and which we should be able to introduce or develop in areas where our efforts so far may have been insufficient.

IMPRESSIVE EVIDENCE OF DEMAND

"I have looked at the data on which these figures are based, and am impressed with the number of countries that are looking for the kind of goods we have to offer. I am also impressed by the wide range of items that are mentioned by our trade commissioners, which range from some of our traditional products to those of such variety as electrical appliances and capital goods for Austria; toys and mining machinery for France; automatic vending machines for Germany; hand tools for Greece; aircraft for Italy; canned foods for Sweden; hardware for Indonesia; copper tubing for the Phillipines; foodstuffs for Hong Kong; drugs for India; power tools for New Zealand; fish meal for Singapore; cotton piece-goods for the U.K.; in all, 1,760 market opportunities waiting for enterprising Canadians to move in and develop them...

"It is often said that knowledge is power. There are elements of truth in this saying, as far as the conduct of business is concerned. If a businessman today is to succeed, he must not only understand all aspects of his production and distribution processes, but he must be completely familiar with the requirements of the markets which he is serving.

"Within my department, services have been established to help businessmen throughout the great variety and range of their production and distribution problems.

"You are aware of the foreign-market information and assistance which can be obtained from the department's Foreign Trade Service. The department can also, through the branches that make up its Domestic Commerce Service, assist industry in such areas as industrial design, product diversification, production techniques, financing and many other aspects of business that are of day-to-day concern to producers and distributors.