

RHODESIA - FURTHER ECONOMIC MEASURES

Prime Minister Pearson announced recently the decision of the Canadian Government to take further economic measures against Rhodesia. A ban is being placed on all imports into Canada of goods of Rhodesian origin and on all exports from Canada to Rhodesia, with certain exceptions. These measures are a follow-up to the United Nations Security Council resolution of November 20 recommending the severance of economic ties with Rhodesia during the continuance of the present régime. The exceptions are food, medical supplies, other goods for humanitarian purposes and goods for the essential needs of the Rhodesian railways, the Central African Airways and the Central African Power Corporation, which are operated jointly in Zambia and Rhodesia. Export permit applications will continue to be considered for such goods as these.

MEASURES ADOPTED PREVIOUSLY

Other measures taken by the Canadian Government since the unilateral declaration of independence on November 11 include an arms embargo, an embargo on the export of oil and oil products from Canada to Rhodesia, the withdrawal of the preferential tariff on Rhodesian imports, an import ban on commodities constituting over 90 per cent of normal Rhodesian imports into Canada and the withdrawal of export credits and export credit insurance facilities from Canadian exports to Rhodesia. These measures are now consolidated and extended in the total import and export ban.

The crisis in Rhodesia has had adverse effects on relations between members of the Commonwealth and on race relations and stability in Africa. The Canadian Government, therefore, strongly supports economic measures that are designed to bring about an early end to the illegal situation. With this aim in mind, Britain has recently implemented new economic measures. The Canadian Government believes that similar measures by Canada and other countries will mean a further and significant contribution to ending the illegal régime in Rhodesia.

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TRADE FAIR PROGRAMME

Details of Canada's 1966-67 Trade Fair Programme were announced recently by the Minister of Trade and Commerce, Mr. Robert H. Winters. During the next 18 months, Canadian manufacturers and producers will display their products at 73 international trade fairs and exhibitions round the world under the sponsorship of the Trade and Commerce Department. The programme for the January 1966 to June 1967 period includes fairs in the United States, Britain, West Germany, France, Italy, Switzerland, Thailand, Spain and Yugoslavia.

Product exhibits will be entered in 68 fairs and trade-information booths will be placed in five others. Canadian companies will show clothing, electronics, food, office furniture and furnishings, furs, hardware

and household accessories, house-building materials and techniques, leather, machinery and tools, heating equipment, sporting goods, toys and gifts, livestock, aircraft and ancillary equipment.

The Department of Trade and Commerce encourages Canadian manufacturers and producers to enter the export market; and one of the best means of achieving this end is an annual programme of sponsored Canadian exhibits at trade and consumer fairs round the world. Growing numbers of Canadian companies have participated each year, with gratifying results. In 1965, more than 400 firms took part in the Department's programme, an increase of 25 per cent over the figure for the previous year.

NOMINAL COST TO COMPANIES

The cost to companies participating, apart from that of providing the display goods and of manning the exhibit, is nominal - a percentage of the actual space charges and, on occasion, the costs of special facilities or stand services. The Department of Trade and Commerce finances exhibit design, shipment to site, erection and dismantling, return of the goods where applicable, publicity and advertising.

Trade and Commerce also designs and erects a display to provide the best presentation of a firm's products. Many exhibits created by the Canadian Government Exhibition Commission have won design awards and honourable mention at major shows.

PUBLICITY ARRANGED

Attractive promotional booklets, illustrating and describing the products exhibited, are produced for direct-mail distribution before each fair in the market area of the show to attract buyers. Additional copies are available from the exhibit stand itself. Press releases are issued to trade and consumer publications to promote interest. Canadian participation is also usually supported with advertising.

Further services are provided to participants by the Department's trade commissioners abroad. Market and credit information, such as terms of payment preferred by foreign buyers, tariffs, advice about import and exchange controls is provided before the fair.

For their part, participating firms are expected to man their own exhibits. Much of an exhibitor's success at any trade fair depends on having qualified personnel on-the-spot to answer questions on technical aspects and prices.

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CUSO AND THE CYC

Prime Minister Pearson announced on February 7 that, in a recent meeting with Professor J. King Gordon, Chairman of the Canadian University Service Overseas executive committee, he had discussed "present and proposed programmes of CUSO and the Company of Young Canadians".

The Government he said, recognized "the valuable work undertaken by the Canadian University Service Overseas since its inception in 1961". Last year,