

1. World Markets - Machinery

In the last week of March we are bringing to Canada about 200 senior engineers and technicians of industry and government from countries all over the world, to study at first hand, and to observe for themselves, Canada's heavy-equipment industry. When they return to their own countries they will carry with them a first-hand awareness of Canadian capacity to manufacture and export machinery of many types.

2. National Canadian Samples Show

The success of the regional samples shows more than warrants a national show for all Canada. This will present the products of over 400 Canadian manufacturers, and thus be a major attraction to buyers of consumer goods. It will give Canadian manufacturers, at nominal cost, an opportunity to obtain the reaction to their products of 600 buyers from the United States, Britain, Europe and the West Indies, who will be in Toronto on April 2 and 3.

3. Trade Commissioner Conference

After the National Canadian Samples Show, more than 120 trade commissioners, from our posts all over the world, will meet in Ottawa to exchange ideas and to hold discussions with departmental officials on ways and means of expanding Canadian overseas trade.

4. The Second Export Trade Promotion Conference

The Export Trade Promotion Conference in Ottawa in December 1960 was an outstanding success. It brought 1,365 Canadian businessmen together with 110 trade commissioners for a total of 10,502 personal interviews. Canadian businessmen are again invited to come to Ottawa and discuss their problems with individual trade commissioners in similar personal sessions. We anticipate that more than 2,000 of them will take advantage of this tremendous opportunity, and we are preparing for more than 20,000 interviews. This conference has been described as the quickest possible tour of export markets at the world's most reasonable travel rates. It costs a two-day visit to Ottawa between April 16 and May 3.

During 1962, we took additional steps to help Canadian businessmen finance their export sales. This was done through amendments to the Export Credits Insurance Act.

Export Credits

The Export Credits Insurance Corporation, which is responsible for the administration of the Export Credits Insurance Act, operates in two main fields -- export-credits insurance, and long-term financing. It has just completed its biggest year since starting operations in 1945. A total of \$900 million is now available for direct assistance to exporters, of which \$600 million is earmarked for insurance, and \$300 million for direct financing of export sales on a long-term basis. The 1962 amendments to the Act dealt specifically with these limits, which were previously \$400 million for insurance,