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CONTENTS

Regional Trade Conferences.....	1
Small-Boat Safety.....	2
Successful Film Festivals.....	2
Protecting Eskimo Art.....	3
More Pupils at Stratford.....	3
Consumer Price Index.....	4
Underground Air Navigation Aid.....	4
Restore Gold Rush Theatre.....	4
Whooping Cranes Sighted.....	4

Jobin to Canada Council.....	5
Stratford Film Awards.....	5
Canadian UN Delegation.....	5
June Labour Income.....	5
Argentine President to Visit.....	5
Motor Accidents.....	5
Portuguese Envoy Installed.....	6
Film-Society Movement.....	6

REGIONAL TRADE CONFERENCES

Mr. George Hees, Minister of Trade and Commerce, recently announced that plans had been made for four more trade-promotion conferences, similar to those held in Manitoba, Alberta, British Columbia and Western Ontario earlier this year.

These conferences, which have been arranged in co-operation with the provincial departments of industry and development, chambers of commerce, boards of trade and other trade associations in each of the provinces concerned, will take place on the following dates:

- Prince Edward Island (Charlottetown) - October 18
- Nova Scotia (Halifax) - October 20
- New Brunswick (Saint John) - October 23
- Saskatchewan (Regina) - November 14

Mr. Hees said he will be accompanied at each of these conferences by Mr. James A. Roberts, Deputy Minister of Trade and Commerce; Mr. H. Leslie Brown, Assistant Deputy Minister (External Trade Promotion); Mr. Denis Harvey, Assistant Deputy Minister (Commodities and Industries); Mr. Bertram G. Barrow, Assistant Deputy Minister (Domestic Commerce); and by the directors and chiefs of the pertinent branches and divisions of the Department. In order that full consideration may be given to trade opportunities in the countries where the provinces have a special interest, arrangements are being made for trade commissioners from the countries concerned to be present at the conferences.

TOPICS FOR DISCUSSION

Businessmen and manufacturers in both primary and secondary industries in each province will be invited to meet senior officials of the federal and

provincial departments participating in the conferences, and to discuss the promotion of trade in both export and domestic markets.

Business organizations will be requested to discuss their ability to enter the export field or to expand the volume of their sales at home or abroad. Services available through the Trade Commissioner Service, maintained by Canada in the leading centers of the world, export credit facilities and other federal measures to assist Canadian producers to secure export markets will be discussed.

It is also proposed that the services available within the Department of Trade and Commerce, designed to assist domestic industries to develop and expand, should be discussed. These services include such topics as assistance to small business, including guaranteed bank loans for small business enterprises, accelerated capital-cost allowances available for assets to produce new products; federal-provincial programmes to stimulate industrial expansion; the manufacture of products in Canada under licensing arrangements with foreign manufacturers; the importance of industrial design as a factor in the competitiveness of Canadian products; industrial standards; and the objectives and programmes of the National Productivity Council.

Mr. Hees said: "We already co-operate closely in the field of industrial development. It is most desirable that we should explore every avenue leading to the co-operative development of markets at home and abroad, and in the establishment of new industries. In this way, I am hopeful we will build together a firmer foundation for a balanced economy, and provide greater employment opportunities for Canadians.