

Buffalo will be officially opened next Wednesday. It is the closest trade commissioner post to Brantford, and I hope that the business community of this area will take full advantage of it to expand their sales in this rich and expanding Upper New York State market.

To further broaden global coverage, an increasing number of respected local businessmen are being appointed honorary commercial agents for Canada in markets where there is no post. Outside specialists are brought in for short-term assignments as needed.

Furthermore, the cadre of 100 local commercial officers at posts abroad is being expanded. These are permanent local residents with considerable business experience in the post city and completely fluent in the local language. They provide continuity and have a wider knowledge of local contacts than the rotational trade commissioner finds possible. The plan is to have almost as many commercial officers as trade commissioners in the field within a few years.

Other Promotional Support Services

Aside from the Trade Commissioner Service, the Department has a broad range of programs designed to assist the Canadian exporters.

There are our trade fairs and trade-missions programs, for example. During 1970, the Department will sponsor Canadian participation in 28 international trade fairs and, in addition, will organize 17 trade missions, both incoming and outgoing.

We also have a program for ad hoc incoming business visitors. Last year, thanks to this program, 250 important foreign businessmen and government officials came to Canada to gain firsthand knowledge of our capabilities in fields as diverse as ladies' apparel, telecommunications, agricultural products, sporting goods and toys, airport systems, small appliances, educational and medical equipment, agricultural machinery and diesel locomotives.

The Department also uses other export-promotion tools, such as the "in-store" promotion of Canadian consumer goods, mainly in United States department stores. Another is the Export-Oriented Training Program, under which the Department will subsidize transportation expenses to bring foreign trainees to Canada for education in the after-sales maintenance of Canadian equipment.

As well, we have a Livestock Consultant Fund which pays part of the cost of sending Canadian cattle experts to foreign markets to counsel foreign agricultural officials in cattle breeding and productivity. Naturally, they also try to influence these officials to buy Canadian livestock.

Conclusion

I've attempted to highlight for you the considerable changes that have occurred on the world trade scene this past few years and how Canada fared during that time. The process of change is continuing. I've illustrated some of the problems facing us today, their complexities, and how the Department and the Government are trying to cope with them and to adjust to the evolving situation.