

and wealth of knowledge which the members of the Council bring to bear are especially useful to us and I am confident that this relationship will become even closer and more productive in the months ahead.

(3) Over recent months, we have been encouraging all specialized Canadian trade and industry associations to set up export councils, where this has not already been done, to provide new focus on export opportunities within industry groupings. We have had a very good response, and the department will be working closely with these new groups to maximize their efforts.

(4) I announced last September that the Export Credits Insurance Corporation would begin to accept applications as a normal rule for cover on exports to the United States. By December 31, insurance had been written on some \$5 million of Canadian sales to that market.

(5) As part of a comprehensive look at the adequacy of Canadian financial facilities for export, both public and private, the services and capacities of the ECIC are being re-examined. The underlying objective is to ensure that our financial services in support of export are kept fully competitive with those offered by other countries and flexible enough to meet changing and growing requirements. We are also conducting an examination of additional ways and means by which to provide greater support to our exporters.

(6) In support of the work of the National Design Council, a "Design Export" group is being established in the Department to ensure that all promotional activities take account of the role which improved industrial design can play in improving Canadian export performance. Following consultation with the National Design Council, a "Design-for-Export" programme is being initiated, involving displays and promotions through selected trade commissioner offices.

(7) Trade commissioner posts have been recently opened in San Francisco, Nairobi and Belgrade. I expect to officiate at the formal opening of a further trade commissioner office in Dallas, Texas, on Friday.

(8) We shall be further improving our normal export services and tailoring them more clearly to current needs flowing from the Kennedy Round. The toll-free Zenith telephone hook-up will be continued; the orientation of all our activities will be even more closely directed to new export opportunity. I have also asked for a review of the