

Mr. Speaker: Is it the pleasure of the House to adopt the main motion?

Some hon. Members: Agreed.

Some hon. Members: On division.

Motion agreed to, bill read the second time and referred to the Standing Committee on Indian Affairs and Northern Development.

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TEXTILE AND CLOTHING BOARD ACT

PROVISION FOR ESTABLISHMENT, INQUIRIES, REPORTS, ADJUSTMENT ASSISTANCE FOR WORKERS

Hon. Jean-Luc Pepin (Minister of Industry, Trade and Commerce) moved that Bill C-215, to establish the Textile and Clothing Board and to make certain amendments to other Acts in consequence thereof, be read the second time and referred to the Standing Committee on Finance, Trade and Economic Affairs.

[Translation]

He said: Mr. Speaker, the purpose of Bill C-215 is to implement several essential elements of the new textile policy which I outlined in the House on May 14 last year, as you will remember. Hon. members will recall that this policy includes a whole range of measures dealing with the industrial, social and commercial aspects, with financial assistance, promotion on the domestic and international markets, technical assistance, and many other provisions. Some hon. members have expressed all along their interest, others, their support and still others their concern about this new policy. I shall therefore endeavour to be as clear as possible, and divide my statement in three parts, as I usually do. I shall deal first of all with what has already been done, then with the main features of the bill, namely Bill C-215, and, finally, with what remains to be done.

Mr. Speaker, the following has been done: first of all, my department has already expanded its export promotion efforts. The highlight of this increased promotion activity last year was participation by Canadian manufacturers of garment fabrics in the Interstoff Fair in Frankfurt, Germany, probably the most important international fair featuring garment fabrics. Although individual manufacturers had participated in the Fair previously, this was the first time they did so as a group. The results have been extremely gratifying. The participating Canadian firms received orders valued at more than \$3.2 million; there are strong indications that \$10 million in additional Canadian export orders will be generated as a result of this effort. I am pleased to note that our performance at the Fair elicited extensive comment in Germany and in Canada, for instance even from the usually unexcitable Dick Jackson of the *Ottawa Journal*. Our intention is to continue these highly promising efforts at the Frankfurt Fair in May and November of this year.

● (9:40 p.m.)

I wish to emphasize how successful the fair was because it shows quite clearly the very interesting pos-

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sibilities international trade offers the textiles and clothing industries.

Secondly, increased attention has also been given to the promotion of apparel, both in terms of marketing and discovery of new markets, and of the quality of commodities. Although 1970 was generally a difficult year for garment-makers, exports to the United States increased from some \$42 million to about \$55 million. Advanced bookings indicate that the increase in sales to the United States may be even greater this year. Canadian creations are now featured regularly in American magazines, especially in "Women's Wear Daily".

I know that you do not read that magazine, Mr. Speaker, but I am told that it is the Bible of the women's fashion industry. Your wife is undoubtedly more versed in that field than yourself and judging from the results she puts it to good use.

Canadian fashions are gaining increasing acceptance on export markets, which is quite flattering for our industry.

With regard to the same matter, Mr. Speaker, on September 2, my Department launched the *Fashion Canada* Program to focus national and international attention on the best style garments being designed and manufactured in Canada. *Fashion Canada* is supported by the federal and three provincial governments as well as by several professional associations.

Its objective is to encourage greater design creativity and upgrade the quality in Canadian fashion products; to build a prestige image of fashion design in Canada; and to provide an environment which will encourage and retain Canadian fashion design talent. I am pleased to report that the program is meeting a good response from the industry, retailers, publicity media and the general public. In print media alone, FASHION/CANADA has so far been featured in some 350 articles appearing in close to 100 publications in Canada and abroad.

All this shows clearly, I feel, that there is, for the clothing industry of Canada, a very promising future, most promising indeed. I have had the opportunity to read, for instance, reports from American chain stores buyers who came to Canada and were most favourably impressed, even surprised, by the quality of products designed and made in Canada. There is an interesting phenomenon. The fact that the factory itself is small, may become, sometimes, an advantage. Since fashion, as we are all aware, is a most rapidly changing thing, there is even an advantage to being small since one has more leeway and can adjust far more quickly.

I had the opportunity to note, for instance—and this is obvious in the House—the extent to which Canadians have gone for coloured shirts. I recently addressed 50 persons. Nobody in the audience had a white shirt. The member for St. Boniface (Mr. Guay) will have to change his habits. The fact that Canadians went for coloured shirts represented a significant contribution to the survival of this industrial sector in Canada, because those shirts obviously cannot be produced on as large a scale.

As producers do not exactly know what will meet with popular approval—for instance, the bright red shirt of the hon. member for Calgary South (Mr. Mahoney)—they