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MINISTERIAL MISSIONS TO PROMOTE TRADE

In an address to the Canadian Club of Montreal on March 6, the Minister of Industry, Trade and Commerce, Mr. Jean-Luc Pepin, examined as follows some of the problems encountered by ministerial missions that he has led during the past year or so to the Soviet Union, China and Japan:

What were the problems to solve in the mission to the U.S.S.R.? We observed:

- (1) that the economies of the U.S.S.R. and Canada are not complementary in the traditional way – we produce and export a lot of the same things;
- (2) that the U.S.S.R. is an advanced country technologically;
- (3) that it is difficult to make direct contact with Soviet end-users.

The conclusion: let's have an agreement with the U.S.S.R. for co-operation in science and technology in areas of mutual interest that would lead to closer contacts with operating ministries, to the exchange of "know-how" and to sales of sophisticated machinery.

That is why the mission to Moscow last January included in addition to officials and a politician, 12 businessmen knowledgeable in the industrial applications of science and technology in their respective fields of business. The politician was there

to conclude a scientific and technological agreement. It established a number of mixed "working groups", whose purpose is to study and identify areas where co-operation might be mutually beneficial. The existing working groups cover: architecture and construction and building materials; forest-based industry; non-ferrous metals industry; electric power industry; oil industry; gas industry.

Each group has met at least once, either in the U.S.S.R. or in Canada, since the agreement was signed.

Two more groups will be created at the next meeting – one on the transport industry and another on "agri-business".

Already, there are clear indications that the agreement has opened doors for the sale of a diverse range of goods and services. A few examples are: prefabricated housing; forest-harvesting equipment; sawmill complexes, pulp and paper plants; plywood mills; geophysical survey equipment; evaluation and planning of new mines; truck block-heaters; air-traffic-control equipment; large four-wheel-drive tractors; poultry incubators....

Furthermore, the signing of the scientific and technological agreement, Mr. Trudeau's visit to the U.S.S.R. last spring and Mr. Kosygin's visit to Canada last fall have brought about a closer working relation with the Soviet Union which certainly contributed to the signing last week of a contract to sell \$330 million of wheat to that country during the coming crop year. This sale, like all wheat sales, will benefit the whole of Canada. (Shipments worth \$250 million under the current contract are now being delivered.)

MISSION TO CHINA

In the case of China, the situation was somewhat different. Canada had established diplomatic rela-

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