

competition with one another. From the point of view of the larger Canadian picture, this is not a bad thing. The greater the effort put forth, the more likely the nation is to succeed in expanding its industrial capabilities. It does mean, however, that sometimes a competing developer will have to make a broader appreciation of the situation and recognize that, although a new industry may not locate in his specific industrial site, what is good for the region or the province, or even, in some cases, for a neighbouring province, is still good in the long run for his area of responsibility.

Advantages of Proper Planning

A noted authority on industrial development has suggested that basic to the whole idea of an industrial-development programme is the premise that a dynamic and well-organized effort can bring about more industrial development of an economically-sound nature than would otherwise occur. The conception of active industrial development is based on the conviction that there is much that a country can do to remove barriers to the growth of industry. It can create positive incentives for the development of industrial technology while at the same time assisting in finding industrial opportunities, developing them and attracting the interest of those who can supply the industrial capital, equipment and skills which are needed. Thus, an industrial-development effort which is properly organized can mobilize resources, stir the imagination and the spirit of people and advance industrial expansion. The basic premise, with which I entirely agree, is that, with the proper planning and strategy, this country, its provinces and its communities, can all contribute to the growth of dynamic and viable manufacturing industries.

Federal Programmes

I might just mention in this connection that the Department of Industry has launched a number of programmes which are directed towards increasing and improving this country's manufacturing capabilities. While time does not permit me to outline all of them, I might list a few. In the field of research and development, the Programme for the Advancement of Industrial Technology (PAIT) and the Industrial Research and Development Incentives Act (IRDIA) are proving to be of great effectiveness. The Automotive Programme has injected new vigour into Canada's automotive industry, as production, employment and export figures attest. The Department has recently announced the introduction of two programmes related to the Kennedy Round decisions. The General Adjustment Assistance Programme and the Machinery Programme. The Building Equipment, Accessories and Materials Programme (BEAM) marks the beginning of another key development in the construction industry. Our Department will continue to study the needs of industry and will attempt to formulate other programmes designed to alleviate problems and increase efficiency, with respect both to production and marketing. We shall also try to represent the best interests of the manufacturing sector of the economy in developing policies which will assure its continued expansion on an efficient basis.

These are just a few of the ways in which the Federal Government seeks to encourage industrial expansion in Canada. I know provincial governments and regional-development organizations are all creating programmes to achieve this