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CANADA'S EXPORTERS FACE NEW CHALLENGES

The following is a partial text of an address by the Minister of Trade and Commerce, Mr. George Hees, to the Canadian Manufacturers' Association in Vancouver on June 5:

"...In the past 15 years, we have seen great changes in the alignment of world economic forces. We are aware of the resurgence of European industry, and of the industrial economies of Asia. Countries new to nationhood are striving for their place in the world industrial scene. Many of the latter are concentrating in the labour intensive industries, and are having significant effects upon the production of traditional Canadian manufacturers in these lines.

"Also very significant to Canada in the longer run are the new trading groups which have been formed, and it is evident that further developments in this regard can be expected. These events are familiar to you, and I do not need to elaborate on the influences which they are having upon our own industrial structure. Every businessman in Canada is well aware that the state of competition in world markets, and in the Canadian domestic market, is becoming increasingly intense.

"Very often, however, when we discuss these changing market conditions, we look at them from the aspect of the adverse effects which they are having, or can have, upon Canadian industry. This is human, because we can look at the past with a certain amount of nostalgia.

"For a number of years after the war, Canadian products, both raw and manufactured, were in world-wide demand because other industrial countries were rebuilding their war-torn economies, and short-

ages were prevalent. But today we face the cold reality of a new day.

"Nevertheless, we are on the threshold of a new era; an exciting era, where scientific discoveries are opening wide new vistas of exploration. I am not only referring to the more dramatic explorations of space, but also to the new avenues of production which science and technology have opened to us in the fields of chemicals, plastics and metals. At the same time, the changing structure of world trade also presents us with possibilities for development and expansion of our economy.

FEAR OF COMPETITION

"It sometimes appears to me that our businessmen are allowing their fears of competition from other countries to narrow their outlook. This can lead them to underestimate their own capacities to take advantage of new opportunities. In actual fact, we have many important advantages in Canada and, through courageous planning and initiative, we should be able to make the most of them. Our labour force is skilled. We are one of the world's leading producers of industrial materials. Canadian technology is highly advanced. Coupled with enterprising management, these are the essential ingredients for developing and expanding our markets at home and abroad.

"In today's trading world, Canadian businessmen must be prepared to compete anywhere, and compete successfully, if we are to maintain our standard of living and the free-enterprise system. It is only by competing successfully that we can provide the ad-

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