

CANADA'S TRADE EXPECTATIONS IN 1967

(Continued from P. 2)

and Albania. In the case of Roumania, we have recently had exploratory discussions concerning the possibility of concluding a trade agreement....

CANADA'S ADVANTAGES

For several reasons, Canada enjoys certain advantages in trading with the Socialist bloc. We are not feared or envied. We are regarded as pursuing peaceful objectives, and they all refer meaningfully to Mr. Pearson's Nobel Peace Prize in this context. We have extended M.F.N. treatment to most of them, and in several instances have supported their applications for accommodation in GATT. Our business community should press these advantages.

One of the key facts in the development of trade with Eastern Europe is that ours is an open economy. Foreign exporters may sell freely, subject only to our laws and regulations which apply equally to all of our trading partners. But trade agreements concluded between governments only provide a framework or climate. The actual buying and selling must be done by the Canadian businessman - both importer and exporter. He remains the essential element in the development of this trade. In any market, the exporter must know the buyer's requirements and practices,

and this is particularly true of Eastern Europe, where the trading system is different from our own....

NEW YEAR EXPECTATIONS

Looking to the year ahead, I am anticipating a more than normal expansion in the size of our exporting community. I say this for two reasons. First, I expect that more companies will enter the export field and that existing exporters will be further developing their export sales. With this in mind, I shall be sending a letter to the presidents of the several thousand companies now engaged in export, and to those considered to have potential export capabilities. I will be appealing for close attention at senior management and board level for the matter of export expansion. I will be asking for suggestions and advice from senior company executives on what further contribution might be made to expanding our export trade, where obstacles lie, to what extent Government and other services and facilities are fully recognized and used, and what further support and assistance might be appropriate from Government.

On the strength of our present export momentum, supplemented by the measures I have outlined, I concluded that an export target of \$11.25 billion was in range for next year. Accordingly, I put this to the Canadian Export Association in October and I believe that it commands general acceptance....

The total assistance flow between the two countries has amounted to more than a quarter of a billion dollars. This has included 275 million worth of food and 255 million in meters, asbestos, fertilizer and pesticides, pulp and paper and other essential industrial commodities. A total of \$100 million has been represented by the capital costs of major construction works. Under Canada's various programmes of technical assistance, 523 young men and women from Pakistan have received advanced and medical training in Canadian institutions. There are 42 Canadian advisers and teachers now working in Pakistan. Canada's involvement in Pakistan's three five-year development plans has been chiefly in agriculture and power development, ranging from the provision of interest-free loans for crop-spraying and locust control, to a study in the Chitragang hills and from the West Valley dam of 1960 to the nuclear-powered generating plant at Karachi, scheduled for completion in 1970. In the current year, Canada's aid programme for Pakistan will amount to a total of some \$25,139,000.