

We shall have no illusions, however, that we can safely leave the protection of Canadian interests to others. As a major trading partner of Britain and a significant market for the E.E.C. and the applicant countries, Canada is not without bargaining power. These countries all wish to do more business with us; we shall insist that the terms on which we trade are fair to us as well as to them.

It will continue to be a key objective of Canadian policy to intensify our trading relations with Europe as a whole. There will be adjustments to be made because of enlargement but in view of the magnitude and variety of Europe's import needs, there should be many opportunities there for Canadian trade. We must strive to gain a share of European markets which is more in line with our role in world trade generally.

In Industry, Trade and Commerce, we have already been giving greater emphasis to this area in our departmental programs. One-third of the officer strength of our trade commissioner service is now engaged in Europe. We are devoting more resources to trade fairs and missions in the European Economic Community. We are seeking to expand the framework for scientific and technological cooperation with a number of European countries. For example, following a science and technology mission to Belgium in June, we have drafted an agree-

ment to facilitate this type of cooperation with that country.

In the first ten months of this year, our exports to the Community were 43 per cent above those in the corresponding period of 1969. In 1970, the E.E.C. will be, for the first time, a considerably more than \$1 billion market for Canadian goods.

Our activities in some of the countries which are or will be associated with the E.E.C. are also being stepped up. For example, we have just had important discussions in Ottawa with a high level delegation from Algeria. These talks have led among other things to the sale of from 850,000 to 1 million metric tons of wheat for delivery over the next four years.

We will be continually seeking ways of improving the effectiveness of our trade development activities in the E.E.C. and associated countries. I hope that Canadian exporters will also ask themselves whether there is anything more they could do to expand their sales to this dynamic trading group.

The public and private sectors in Canada will have to work closely together in order to minimize the adverse effects of E.E.C. enlargement on our trade and to maximize its positive elements. I know that we can count on all sectors of Canadian industry and I assure them that the Government will do its part.
