

of the 14 members of one mission had previously visited that particular area. Since the mission's return six months ago, ten of its members have made one or more successful trips overseas! Their experience has made them enthusiastic disciples of the "get-out-and-sell" technique.

Canadian manufacturers are more than ever aware of the exceptional export opportunities afforded by trade fairs, where buyers and sellers come together to discuss the actual products on display. The Department's 1962 trade-fair programme covered such world markets as Britain, the United States, Ghana, Nigeria, West Germany, France, South Africa, and Czechoslovakia.

The increased programme of participation in 37 foreign fairs, almost double the number in 1961, introduced many firms to export selling for the first time, and took Canadian products to new and promising markets.

#### Canada-U.S. Trade

In the highly-sophisticated markets of the United States, Canadian exhibitors have enjoyed spectacular success. At a machine-tool exhibition held in Los Angeles in October, one participant closed an initial order totalling more than \$200,000. Among the many successful exhibitors at a recent instrument-automation conference and exhibition, a Canadian electronic manufacturer is negotiating for orders totalling over one and a quarter million dollars.

1962 was the year of the samples show. This novel form of trade show brought Canadian exporters into personal touch with buyers from the United States. It was an extremely successful innovation. During the year, my Department sponsored four regional samples shows, in Toronto, Montreal, Winnipeg and Vancouver; the latter two were joint ventures with the provincial governments. A total of 356 Canadian firms exhibited their wares to 373 United States buyers and merchandise managers, who represented major retail outlets in the United States.

#### U.S. Views on Samples Shows

The success of these shows greatly exceeded our expectations. Millions of dollars of business has resulted. Here are typical comments by United States buyers:

"I did not realize Canada made such a variety of consumer goods with such a high degree of design".

In the words of a New York executive "The samples show gives the buyers an opportunity to examine products instead of catalogues".

And now let me tell you of our massive trade-promotional plans for next March and April - "Operation World Markets". This has four consecutive phases: