

PROGRESS OF WORLD MARKET OPERATION

Mr. George Hees, the Minister of Trade and Commerce, announced recently that the initial response from Canadian manufacturers and foreign buyers to "Operation World Markets" had been most encouraging. This programme, which will take place from March 23 to May 3, 1963, comprises four large-scale projects designed to promote Canada's export trade throughout the world.

"I am really delighted with the way Canadian industry is getting behind us in this export-trade promotion drive", Mr. Hees said. "This is without doubt the biggest operation of its kind any country has ever undertaken, and the wonderful response we are getting from buyers all over the world certainly indicates that 'Operation World Markets' is going to be a real success."

Mr. Hees reported as follows on the progress to date on each of the four projects making up "Operation World Markets":

MACHINERY AND EQUIPMENT BUYING MISSION (MARCH 23-31)

"The response of the Canadian machinery-manufacturing industry has been most enthusiastic," Mr. Hees said. "As of now, more than 160 firms across Canada will be participating in this first phase of 'Operation World Markets', and we are receiving additional applications daily.

"Reports from our trade commissioners in the field show that 167 foreign buyers have already accepted our invitation to come to Canada and visit our machinery plants to see for themselves the products Canada can supply. These buyers will be flown in by chartered aircraft from 53 countries in Western Europe (including Britain and Ireland), the Middle East, Africa, the Far East, Latin America and the Caribbean".

CANADIAN SAMPLES SHOW (APRIL 2-4)

From the point of view of foreign buyer participation, the success of the second phase of "Operation World Markets" is already assured, Mr. Hees said, disclosing that Canada's trade commissioners had received expressions of interest from 600 buyers - 100 more than the target originally set. He said that interest in the National Canadian Samples Show was particularly keen in the United States, Britain, Ireland, Western Europe and the West Indies. As in the smaller regional samples shows, buyers flown to Canada would be accompanied by trade commissioners stationed in their areas.

Mr. Hees also revealed that in initial nation-wide survey of Canadian manufacturers showed that more than 700 Canadian firms were interested in participating in the National Canadian Samples Show. He said that a good many of these had already applied for space and had advised the Department of the products they would be exhibiting.

Mr. Hees emphasized the crucial importance to Canadian firms of submitting their applications as soon as possible and simultaneously advising the Department of the products they intended to display. He pointed out that Canada's trade commissioners in the field must know in good time not only the firms

that would be participating in the National Canadian Samples Show but also the specific products they would be displaying, so that they can interest the right buyers in attending.

"With the specialization of buyers that is so much a part of merchandising today", he went on, "with buyers limiting their activities to specific products, Canada must have plenty of exhibits in each category. Consequently, it is in each Canadian firm's own interest to add to the numbers in his own category and thus make it of the greatest possible interest for buyers to attend. The buyers must know at the earliest possible date what they can expect to see, and I urge every Canadian firm making or merchandising any product that is normally sold in department or chain stores to get in touch with the Department without delay. This National Canadian Samples Show offers a really unique opportunity to make direct contact with important buyers from many parts of the world, sell more Canadian products, to expand production and employment throughout our country."

TRADE COMMISSIONERS' CONFERENCE, OTTAWA (APRIL 4 TO 11)

Mr. Hees announced that the third phase of "Operation World Markets" would see 130 trade commissioners returning to Ottawa from 63 posts around the world. They would meet their head-office colleagues to discuss such subjects as trade fairs, trade missions, export financing and trade promotion in general.

SECOND NATIONAL EXPORT TRADE PROMOTION CONFERENCE, OTTAWA (APRIL 16 TO MAY 3)

Mr. Hees stated that application forms to participate in the fourth phase of "Operation World Markets" would be distributed to businessmen in every part of Canada early in January. He said that, as in the first National Export Trade Promotion Conference in 1960, the applications would be distributed to industry through their more than 100 co-operating trade associations across the country, but pointed out that any businessman could obtain application forms by writing directly to the Department.

Mr. Hees said that arrangements were under way to handle a minimum of 20,000 individual interviews between Canadian businessmen and trade commissioners - double the number handled at the Conference two years ago. He stressed that each half-hour interview would be a private conference between the businessman and the trade commissioner concerned.

CANADA YEAR BOOK 1962

Release of the 1962 edition of the Canada Year Book was announced recently by the Dominion Bureau of Statistics. This edition is the fifty-sixth in the present series, which continues a long record of earlier publications that supplied official statistical and other information on Canada's development during the nineteenth and twentieth centuries.