



STATEMENTS AND SPEECHES

INFORMATION DIVISION
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CANADA'S TRADE

An address by Mr. Gordon Churchill, Minister of Trade and Commerce, to the Canadian Exporters' Association, Seigniory Club, Montebello, Quebec, October 22, 1957.

Mr. Chairman and gentlemen, I welcome this opportunity of being asked to participate in your proceedings. I suppose that there is no group more closely associated with the Department of Trade and Commerce than your Association. Your outlook and your interests are world wide. So are those of the Department, and our Trade Commissioner Service with branches in 44 countries of the world indicates the extent of our activity.

I am informed that discussion of trade promotional problems between your Association and our Trade officials is not confined to annual conventions but is conducted on a continuing basis through periodic representations by a special liaison committee of your organization. I have learned also that, in cooperation with the Department, you have established a correspondence course, called the "Canadian" Institute of Export", which is already helping to fill a vital need in the trading community. Just recently I have been reading a series of articles, most of them supplied by members of your Association, dealing with the techniques of export trade. The longer I live the more homework I seem to have to do.

Since coming to the Department I have been impressed by the number of messages of appreciation which Canadian businessmen have sent to our Department with regard to our Trade Commissioners serving abroad. These messages would not come unless our Trade Commissioners were maintaining the high standard of services of the Department of Trade and Commerce. I presume that, in due course, the House of Commons will have a somewhat different and less complimentary type of comment for the Minister.