

In these circumstances it is obvious that, if Canadian business is to make its full contribution, developing countries must be made aware of Canadian capacity. In the past, Canadian manufacturers have been encouraged to become more outward-looking and to take advantage of what your association has described as one of the best government trade promotion organizations in the world. We have seen the results. Now I would ask you to intensify your efforts to make known your abilities in less-developed countries of the world.

You should do this in the full knowledge that, quite aside from the Canadian programme, a wide world of financial backing is available for the priority development needs of these nations.

The Canadian aid programme, of course, is largely responsive in nature. Canada - or, for that matter, any aid-giving country - does not tell the developing country precisely what it must purchase with available aid funds. While we may, and often do, indicate the areas in which we think we have a particularly strong capability, we leave it to the government of the developing country concerned to decide for itself what Canadian goods and services can best assist in the fulfillment of its development plan.

You will appreciate that it is to the advantage of the developing country, as well as to ours, that requests to us for assistance are framed in the knowledge that Canada, in certain areas of business activities, offers the highest quality and the best price available. And we are constantly developing new ways to assist you, the Canadian businessman, and your counterpart in the developing world to make the best possible use of the aid-dollar.

#### Specific Steps

I have already referred to the searching review we have made of our aid programme and the resulting decisions we have made to expand the amount of our expenditure, increase the flexibility of terms and use the bulk of our aid in a number of specific areas. Let me tell you now of several other specific steps we are taking to facilitate the increasing involvement of the private business community in our programme:

First, we intend to provide more information in advance to the business community as to the areas in which we plan to commit a major share of our aid. This will enable businessmen to be guided accordingly as to the areas in which their own efforts are likely to be most productive. I have already given you an outline of the areas which will receive the bulk of project and commodity assistance under the current year's programme.

Secondly, we intend to make more funds available to finance pre-investment surveys and feasibility studies.

Many low-income countries require much help in determining precisely the potential of their mineral resources, fields, forests and rivers. Many have only a limited knowledge of their industrial possibilities.