



# CANADIAN WEEKLY BULLETIN

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## CANADA WOOS WORLD TRADERS

Businessmen by the plane-load, representing billions of dollars in buying power, visits to Canadian factories, a mammoth samples show and a nation-wide export conference will be major features of "Operation World Markets" - the biggest trade-promotion venture ever undertaken by Canada or any other country. A well-planned and co-ordinated effort of the federal Department of Trade and Commerce, the operation aims at helping Canadian producers acquire a greater share of world markets in areas where market studies by trade commissioners indicate the possibility of Canadian sales.

The four-phase operation gets under way on March 24, and will continue until May 3. During the six-week period, more than 800 key buyers from over 60 countries will be flown to Canada to see for themselves what goods and production facilities Canada has to offer.

### PHASE 1: WORLD MARKETS - MACHINERY

The weekend of March 24, 178 machinery and equipment buyers will arrive in Montreal and Toronto from Britain, Europe, Asia, Africa, the Middle East, and Latin America. They will be divided into about 23 groups, according to their business interests, and taken on week-long, coast-to-coast tours of Canadian machinery and equipment manufacturing plants. Each group will see the capacity and quality of workmanship of 10 to 15 Canadian factories, located in 56 centres where suitable equipment and machinery is manufactured.

The Canadian companies participating in this phase of the operation number 135. The types of equipment they produce include: agricultural, automotive, construction, hydro and thermal electric, oil and gas pipe-line and plant, shipbuilding, steel-mill, mining, aircraft, boiler-plant, electronic, industrial and process-plant, railway and special vehicles.

The first phase of "Operation World Markets" will end on March 30 in Toronto, where all foreign buyers will meet for the first time at a dinner to be attended by Canadian manufacturers and addressed by the Minister of Trade and Commerce.

### PHASE 2: NATIONAL CANADIAN SAMPLES SHOW

The four regional samples shows held in Toronto, Montreal, Winnipeg and Vancouver during 1962 abundantly demonstrated the value of this novel adaptation of the trade-fair technique of export promotion, resulting in export business totalling millions of dollars.

In phase two of "Operation World Markets", more than 600 buyers from the United States, the West Indies, Britain and Europe will be flown to Canada to see the wide range of Canadian products that will be displayed in over 400 booths in the Automotive Building at the Canadian National Exhibition grounds in Toronto.

At the National Canadian Samples Show, foreign buyers will inspect consumer goods from every province. The Show is open to every Canadian manu-