

Businessmen who have participated in these various missions now realize better the vast opportunities that exist for Canadian manufactured products in those export markets. My Department, in conjunction with the Export Development Corporation, other Federal Government agencies, and provincial departments, is continuously trying to improve its various forms of assistance to Canadian businessmen so that they may compete better. We should expect that, with these improved services and promotional aides, our businessmen would become more competitive and more aggressive so that our very remarkable performance of the past years would not only continue but actually improve. There is one thing politicians and officials cannot do -- that is, conclude the business deals.

Canadians must never forget that 25 per cent of their gross national product comes from exports. They must look to the world as their market. They must encourage businessmen in their efforts to reach it and admire those who do.

S/A