

EXPO OPENING CEREMONIES

Seven thousand official guests, including federal and provincial cabinet Ministers, Members of Parliament, Senators, Members of the Diplomatic Corps, university presidents, church dignitaries, trade union officials, and the presidents of participating companies will attend the inauguration ceremonies of the World Exhibition in Montreal on April 27. Prime Minister Lester Pearson and Governor-General Roland Michener will preside at the opening.

The gates of Expo 67 will be opened to the public on April 28. Opening day festivities will include an aerobatic show by the Royal Canadian Air Force, as well as entertainment and fireworks.

MUSIC AND POETRY

The inauguration of Expo's World Festival of Entertainment on April 29, will be highlighted by a performance of the *Ode to Joy* from Beethoven's Ninth Symphony by the Montreal Symphony Orchestra. During the gala evening, Sir Laurence Olivier and Jean-Louis Barrault will read in English and French

an inauguration poem written by the Exhibition's Commissioner-General, Pierre Dupuy.

HANDICAPPED NOT FORGOTTEN

Transportation about the Expo grounds will be provided free to handicapped persons. "La Ballade", a train that can carry 50 people and 25 wheelchairs, will leave the main entrance and travel three-and-a-half miles, making ten stops *en route*.

Wheelchairs may be rented for \$5 a day. Trained volunteers from a number of organizations, including the Boy Scouts, will be on hand to help the handicapped, give advice on itineraries, and conduct guided tours. Nearly all the exhibits will be accessible as elevators, ramps, and doors wide enough for wheelchairs were provided for in the building plans.

A short guide to Expo '67, translated into Braille by the Canadian Institute for the Blind, will be distributed to the 50 CNIB offices throughout Canada. The Institute is also arranging tours for the blind to Expo. Volunteers will act as guides to individual blind visitors.

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CAR TRADE INTEGRATION MODEL

Trade Minister Robert H. Winters has invited more foreign-owned companies to follow the example of the Canadian automotive industry in integrating their international operations to a greater degree.

Addressing a dinner meeting of the Windsor Chamber of Commerce, Mr. Winters said:

"As so many of our manufactured goods are produced in Canada by subsidiaries of foreign companies (principally American), we should encourage more such companies to pursue the example of the automotive industry and integrate their operations to give the Canadian subsidiaries the benefits of broader markets, and longer production runs with resultant lower unit costs and more justification for doing research in Canada."

Mr. Winters summarized the performance of the Canadian economy over the past six years as a "remarkable record of overall growth, comparing very favourably with the performance of most other major industrial economies, including the United States".

POOR PERFORMANCE A THREAT

He warned however, that, over the past year, Canadian prices and costs have risen faster, and Canadian productivity slower, than those in the United States.

"Prices and productivity, labour costs and profit margins - these are the foundations of international competitiveness," the Minister said. "A poor performance by comparison with our trading partners - particularly our biggest partner, the United States - poses a very serious threat to our international competitive position."

"Until a year ago, we were pretty well holding our own," Mr. Winters said. "Now we are already

beginning to feel the ill effects of our poor price and productivity performance. Lower productivity gains plus higher price and cost increases than our partners will sooner or later add up to trouble. Under such circumstances moderation and judicious restraint must be more than just words in our vocabulary."

He emphasized the importance of "top-notch" trading performance as the "under-pinning of our prosperity" and singled out the contribution of the Canada-U.S. auto pact to a quarter-billion dollar improvement in Canada's merchandise trade surplus last year.

"This year, as last," Mr. Winters said, "the automotive industry should make the largest contribution to further growth in export receipts."

"Soaring North American demand for automobiles in recent years, coupled with the tremendous expansion in two-way trade under the auto pact, has raised the value of our automotive exports nearly 2,000 per cent since 1961, to a record high of close to \$1 billion last year."

Mr. Winters said that, owing largely to the Canada-U.S. Automobile Agreement, Canada produced a record of 900,000 cars last year, a 20 percent increase from 1965 and more than double the output of five years ago. "These gains have been made through the rationalization and integration of the North American automotive industry," he said.

IMPORTANCE OF GENEVA TALKS

The Trade Minister emphasized the crucial importance to Canada of the "Kennedy round" tariff negotiations now under way in Geneva. He outlined the Canadian position in the "Kennedy round" and said that Canada "shares with other nations of the world a high stake in the success of the negotiations."