



CANADA

## STATEMENTS AND SPEECHES

INFORMATION DIVISION  
DEPARTMENT OF EXTERNAL AFFAIRS

OTTAWA - CANADA

No. 72/7 MINISTERIAL MISSIONS AS A TRADE-PROMOTIONAL TOOL

A Speech by the Honourable Jean-Luc Pepin, Minister of Industry, Trade and Commerce, to the Canadian Club of Montreal, March 6, 1972.

The success of Canadian exporters doesn't come without efforts on the part of businessmen and labour and on the part of governments. The Department of Industry, Trade and Commerce of the Federal Government has a broad array of tools to assist Canadian exporters either to break into new foreign markets or to consolidate and expand their position in existing ones.

I am referring to the whole spectrum of activities performed by the various branches of my Department:

Trade negotiations for a variety of purposes, mostly for the improvement of the terms of entry for Canadian goods and services;

assistance of all types provided by our trade commissioners at our 80 posts located in 57 countries around the world;

trade promotion through trade fairs abroad and trade missions incoming to Canada and outgoing to other countries;

financial assistance as in recently-developed programs for support in bid preparations for capital projects abroad or for market identification and "adjustment", for individual participation in trade fairs abroad or for invitations to foreign buyers;

the support for the creation of new products for world markets through the various research and development programs (my Department's budget for these programs last year was around \$100 million);

the advice which officers in the Department offer at no cost to the many businessmen and industrialists who visit the Department every day;

the services of the Export Development Corporation and of Statistics Canada, for which I am also responsible to Parliament;