



CANADA

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CANADA AT THE ATOMFAIR

(An article by R.A. Frigon, Chief, Engineering and Equipment Division, Department of Trade and Commerce, in "Foreign Trade", May 9, 1959.)

Since the advent of the nuclear age, Canada has been regarded as one of the major nuclear nations. She was one of the original "big three", with the United Kingdom and the United States, who participated in the joint effort leading to the first practical applications of atomic energy. Since then, Canadian enterprise in nuclear developments has not lagged behind. The Chalk River establishment, Canadian universities and Canadian industry have a world-wide reputation, and the counsel of their scientists and engineers is heard with respect wherever nuclear experts meet. Applications in the power field thus far have followed Canada's needs and capabilities for financing development. In the application of radioisotopes to medicine and industry, Canadians have been in the vanguard. Design and construction know-how have been acquired as a result of reactor construction and operation over many years.

TWENTY-SIX PARTICIPATED

It was therefore a significant moment when Canadian industry for the first time displayed at a trade fair nuclear products and services available for export. The place was the AtomFair, held at Cleveland, Ohio, April 5 to 10, 1959. At the concurrent Nuclear Congress, Canadian nuclear experts presented important technical papers that had a bearing on some of

the products and services exhibited.

Twenty-six Canadian firms participated in the display, showing products and services in the nuclear energy field, including power reactors and reactor components, fuel elements, uranium compounds, radioactive isotopes, irradiation equipment, scintillation phosphors and scintillometers, and design and research facilities.

Some 3,000 nuclear engineers from the United States, Canada and overseas visited the exhibit during five days and 3,000 high school students, their parents and teachers came during a special showing on Sunday, April 5.

The Canadian exhibit attracted attention both because of its size--the largest at the fair, covering 1,300 square feet--and the range of highly developed products displayed. The design featured a skilful interplay of Mondrian-like panels of colour and of varied lighting effects, which helped in the primary purposes of displaying and selling nuclear products.

IMPORTANT CONTACTS MADE

The 30 representatives of Canadian firms in attendance were unanimous that the exhibit had not only achieved its purpose of stimulating U.S. interest in Canada as a source of supply for nuclear products, but had also prompted a number of serious inquiries that could lead to important contracts for research and the sale of products. It helped Canadian firms to make contact with a number of potential European,