

frozen foods holds out promise of better markets for frozen fish from both our coastal and inland fisheries. Forest products missions will go to the Middle East, the United Kingdom, the Common Market countries, Latin America and the eastern United States. Other missions will visit Australia, New Zealand, Israel and the Scandinavian countries.

A very important one will be the Canadian Home Heating Equipment Mission which next month will visit Britain and the continent to demonstrate home-heating equipment manufactured in Canada. Honourable senators who have visited these countries and have run into a cold spell know how difficult it is to keep warm. As one of the world's manufacturers of efficient heating apparatus, we hope to be able to enter that great market and supply millions of dollars' worth of heating equipment. This home-heating equipment mission will visit London, Manchester, Glasgow, Amsterdam, Hamburg, Dusseldorf and Paris. It leaves on February 7 and returns on March 5.

Finally, honourable senators, the third prong of our export attack is in the form of much greater participation by Canada in exhibiting at fairs abroad. Trade commissioners and trade missions are, perforce, limited to contacts in business circles. To influence the eventual consumers to buy, it is necessary that they be exposed to Canadian products. In 1962 Canada will have exhibits at thirty-four international fairs, and as planned so far for 1963 we will have exhibits at an additional twenty-one fairs. Expectations are that over 18 million people will see and, in some cases, sample Canadian products at the fairs planned.

We are having All-Canadian fairs in the new market areas of Ghana and Nigeria, at which about eighty Canadian companies will exhibit their products. Most of the participating companies will be sending Canadian company representatives to work with their local agents at the exhibits which they have prepared to show at these two fairs.

In one of our more traditional markets Canada will be the largest exhibitor. I speak of the Ideal Home Exhibition in London. Among the exhibits will be a half-scale model house designed to illustrate the principles of timber frame construction as applied to typical British house design. Many of you who are familiar with the United Kingdom will be interested in knowing that timber framed homes, unthought of there a few decades ago, are now gaining considerable popularity.

Honourable senators, I hope that I have added something to your appreciation of what exports mean to our economy and what is being done to stimulate and encourage them. In spite of all that has been done we cannot afford to rest on our laurels. The unofficial estimate that our exports increased in 1961 by 7½ per cent over 1960 is most gratifying, but we must bend every effort to continue that significant trend. In view of the critical influence of exports on our economic prospects, I am sure you will agree that these efforts are well justified, and I am confident that they will yield even more impressive dividends in the future.

On motion of Hon. Mr. Crerar, debate adjourned.

The Senate adjourned until Wednesday, January 31, at 3 p.m.

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