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TRADE MISSIONS PROGRAMME

It was announced recently by Mr. M. Wallace McCutcheon, the Minister of Trade and Commerce, that 18 Canadian trade missions would be sent to 24 countries on four continents during 1963. In addition, the Minister said, six incoming trade missions from countries on five continents would be brought to Canada.

As in last year's Trade Missions Programme, which comprised 18 outgoing Canadian trade missions and one incoming, most emphasis will be on outgoing selling and market-development missions, the function of which will be to explore and report to industry on potential foreign markets for specific Canadian products or groups of products. The 14 missions in this category will sell, and study market potential, for Canadian goods, in the United States, North, Central and South America, the Caribbean, Britain and Western Europe, the Middle East and Asia.

The Canadian industries represented by these missions will be those producing lumber and wood products, chemicals, agricultural products, textiles, steel and steel products, household goods, commercial and institutional equipment, electrical fixtures and equipment, automotive parts and communications and electronics equipment.

MAKEUP OF MISSIONS

All these missions will be compact units, averaging six members from specific industries. Like former outgoing trade missions, each mission will have a member representing labour and an officer of the Department of Trade and Commerce,

who will act as secretary of the mission. Each mission will prepare a report for general distribution to the Canadian industry or industries concerned, setting out its findings on the markets visited and making recommendations for the guidance of those firms wishing to enter and maintain themselves in those markets.

During 1962, nearly 175 Canadian businessmen toured six continents as members of the Department's outgoing trade missions. The success of individual mission members in achieving immediate and long-term sales for their firms was in many cases spectacular. Initial sales have been known to pass the half-million-dollar mark, and those amounting to \$100,000 have not been unusual. The total volume of continuing sales achieved by Canadian industry as a direct result of acting on the reports prepared by outgoing trade missions has also been outstanding.

An innovation introduced in the forthcoming Trade Missions Programme, will be outgoing Canadian industrial investigation missions, of which four are planned for 1963. Their purpose will be to investigate and report on outstanding techniques and methods employed by industry abroad, and to carry out such functions as establishing contacts abroad leading to international licensing arrangements for the manufacture of foreign products in Canadian plants.

MISSIONS TO CANADA

The six incoming trade missions are designed to bring small groups of potential buyers to this

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