

and early movement towards the reduction of tariffs and other barriers to trade, and secure easier access for Canadian products into the markets of the world.

Attention to Tourist Industry

In line with the Government's drive to sell more Canadian goods abroad and to earn more money for Canada, the Travel Bureau - which made impressive strides under my colleagues, Douglas Harkness, Alvin Hamilton and Walter Dinsdale - was recently returned to the Department of Trade and Commerce (which it left 14 years ago).

Canada's income from visitors has risen steadily in recent years. The tourist industry is now probably the biggest single "export" industry in this country. Tourism means income to all parts of Canada, and a very substantial contribution to the assets side of Canada's international balance of payments.

Over the next five years, as we prepare to welcome the world to Canada in 1967, the Government will continue to expand the Travel Bureau's programme, and to mesh its efforts more closely with those of Canada's trade commissioners and posts abroad. Travel promotion is a vital part of our drive for export dollars.

The Trade Commissioner Service is continuously extending its wealth of assistance to Canadian industry. The Service is one of the media through which Canada keeps pace with rapidly changing conditions in markets abroad. In 1962, the Department recruited 16 new officers, the largest new class in its history.

The trade-promotional strength and the experienced activity of our Service is highly regarded by the businessmen of Canada. Preliminary figures for the first ten months of 1962 indicate that over 800 new agency agreements, involving sales of more than \$47-million worth of Canadian exports, were directly influenced by our offices abroad.

A Year of Missions

During the past year, 175 businessmen and representatives of organized labour, on 20 Canadian trade missions, have been sent abroad by my Department. The export interests of these missions include capital and consumer goods, industrial materials, chemicals, forest products, agriculture and fisheries products. The markets covered were Britain, Europe, the United States, Latin America, the West Indies, the Middle East, Australia and New Zealand.

The outstanding success achieved by these missions has far exceeded our original expectations, not only in direct selling, but also in laying foundations for future sales of Canadian products in world markets. Among the important results of the trade mission has been the personal introduction of Canadian businessmen to foreign markets. For example, only four