

I have said that our motives in organizing this fair were not entirely unselfish; but they were by no means concentrated upon immediate benefit for Canada. Any revival of trade between nations cannot fail to be of ultimate benefit to us. In such circumstances, it is not so important if the bulk of the business done during these next weeks is transacted between visitor and visitor rather than between visitor and Canadian. Canadians will get their share of sales, on their own merits, and place their share of orders, on the basis of their needs; but in any event our chief purpose will have been served and world trade will have been stimulated. We are content with our principal role of host, implying as it does the opportunity given to our guests to see our country, its industries and its products.

Further, we do not pretend to any copyright on the idea of an international Trade Fair. The interest expressed by other governments has been gratifying, and it is our hope that some at least of them on this side of the Atlantic will decide to hold, or encourage, trade fairs within their borders. A still greater number of exhibitors could be expected if the opportunity were given them to move their displays from fair to fair, without duplication of the initial expense.

Well, gentlemen, so far so good. We have worked well together to this stage; may I ask that for another two weeks this partnership of business and government continue to ensure the success of this First Canadian Trade Fair? Already, I realize, much has been done toward this end. The representatives of the business organizations and of the Department of Trade and Commerce will be in nearby offices in the Reception Centre, as counsellors to anyone who needs advice as to official or trade practice.

Can we not carry this a bit further? A moment ago, I referred to Canada as the host country. May I ask that each of the organizations represented here today translate this fact into a personal expression of welcome and good will on the part of himself and his associates?

In other words, let us, as individuals, as Canadians, as well-wishers for the Trade Fair, seek out visitors from other countries and make a point of extending to them some special and particular personal attention and courtesy. He may be an importer of fish or an exporter of rubber, and your line may be farm implements or textiles. But, as I have tried to show you -- his very presence at the fair indicates his community of interest with trade-minded Canadians. It indicates as well an interest in this country which is becoming a new force in world trade. Without question, he will want to know something about Canadians as people; that can be safely left to each of you. The benefits of such contacts and friendly meetings can be of first importance to each one of you and to Canada.

Gentlemen, I have an additional pleasure. On behalf of the Government of Canada, and especially on behalf of the Prime Minister and of the Minister of Trade and Commerce, I wish to thank you for your co-operation in bringing this First Canadian International Trade Fair so far on the road toward successful realization of all its purposes.