

know this was intended not for us as a Mission but, through us, for all the people of Canada. The publicity we were accorded by press, radio and television was quite extraordinary. There is in all of these countries a fund of goodwill and genuine friendship for Canada that augurs well for the future of our relations and for the long-term prospects of our trade. It was my privilege in each country to thank the government and the people for the magnificence of their reception and their hospitality.....

Wherever we went, we found the keenest desire to increase trade with Canada, and particularly to develop direct trade with Canada, as against indirect trade through third countries. While this is something that depends largely on transportation facilities, I believe that much can be done along these lines right now. I would urge Canadian exporters and importers to look into the possibilities of further developing direct connections with their customers and suppliers in Latin America. The Department of Trade and Commerce here in Ottawa and all our officers in the field will do all they can to be of assistance.

Wherever we went, also, we were asked about the possibilities of further Canadian investment in these countries. As you know, there are already many important Canadian interests established in various countries of Latin America. We were happy to meet numerous representatives of these organizations during our tour, and I may say that they contributed greatly to the success of our Mission. The Brazilian Traction, Light and Power Co., in Brazil, the International Power Co., (Montreal), in Venezuela, the Royal Bank of Canada, the Sun Life, the Confederation Life, the Aluminum Company of Canada, the Mexican Light and Power Co., the Massey-Harris Company and many other Canadian organizations have impressive records of business success in Latin America and have played a significant part in the development and expansion of the countries in which they are established. We saw and heard about many new opportunities for profitable investment in these countries, and I hope that Canadian companies interested in foreign investment will investigate fully the possibilities available to them in Latin America.

Our bonds with Latin America are more than purely commercial or economic. Increasingly, Latin American students are coming to our schools and universities for their education. We are interested in seeing an even greater interchange of ideas and of technical knowledge between Canada and the countries of Latin America.

Brazil

Our first official stop was in Brazil.

We spent three days in Rio de Janeiro, the capital, and another three days in Sao Paulo, the booming industrial centre to the south. We were received in Rio by President Getulio Vargas and by several of his ministers, with whom we discussed many aspects of our mutual trade. We also had important meetings with trade and business organizations and met a number of leading personalities.

Canada's trade with Brazil has become increasingly important. Our exports to Brazil in 1952 reached over \$81 million while our imports from Brazil amounted to about \$35 million. Brazil is one of our best markets for motor vehicles