

*Foreign Investment Review*

There are reasons for this and previous governments certainly made mistakes in spite of all the good they did, which resulted in Canadians are not owning as they would like the largest part of our economy, especially our industry.

I would like to outline the particular care we should bring regarding economic nationalism and I would urge the government to increase its endeavours to promote nationalism among Canadians. I consider it of utmost importance. Of course nationalism requires a certain self-respect.

Do we not all limit ourselves to speech-making instead of getting involved, from a sense of national pride? And I think we should by all means recall that pride we, as Canadians, should have about that bill and its impact on our economy.

Of course, the present government has established, hardly two years ago I think, the Canada development Corporation which was a means for Canadians to keep control over their industries. I believe that most hon. members supported the bill. I was among them and I am very happy to see that this agency is to ensure retaining certain industries in Canadian hands.

Was that enough? Of course not, Mr. Speaker. Still, it was an effort, and a typical and concrete example of the government's interest in this problem.

Much has been said about buying back our economy, which is perhaps not the most difficult of tasks. It is very important that we assume immediate control of our economy and put a halt to this persistent drain taking place on our continent and primarily in our country as soon as possible.

We must consider measures enabling us to retain existing industries in Canadian hands in the future and now, and to finance any new industries or projects of major interest for our people.

I think that we must take care of the present and the future and with some very beneficial accomplishments, we could eventually consider the repatriation of our economy. It would be advisable to remind hon. members and especially the government that we should take steps urging Canadians to encourage Canadian companies first. This is true economic nationalism: to convince Canadian consumers that they ought to buy either Canadian foodstuffs or industrial products.

I for one try every day to buy an item made in Quebec, and I imagine that proud as they are Manitoba residents probably do the same. In addition, I insist that the product be at least Canadian and finally if I do not find the Quebec or Canadian product which I need, I will accept an import. Now, there are always some countries which are especially eager to export their products here.

I think that this is showing a certain nationalism which is perfectly justified and logical, if we truly want not only to regain control over our economy but also to maintain our economy and ensure that it is balanced.

When economic takeover by Canadians in Canada is mentioned, I think it would be just as important for this government never to forget to negotiate or invite prov-

[Mr. La Salle.]

inces to discuss appropriate measures aimed at achieving the purpose contemplated by Bill C-132.

Promoting pride among all Canadians must obviously be done through publicity campaigns. To what extent have we forgotten that this publicity is absolutely necessary in order to awake Canadians? Whether we want it or not, we can do like several members and limit ourselves to condemning whichever government for not having found the appropriate machinery.

We could also just keep on thinking that legislation calling for huge outlays could manage to achieve the intent of the bill now before us. I think we will be able to do so if Canadians are aware of its importance and if they are willing to pay for this economic liberty.

It is all very well to talk about independence in all its forms but, just as we often say that a rich people is a strong people, we will indeed have to be rich if we are to be strong as an entity or as a country. Such wealth is attainable, therefore, if Canadians have enough sense of pride to invest and to want to invest, every day if that were possible, in Canadian industries and companies.

I suggest that the government should hasten to promote in Canadians this pride in investing in Canadian companies.

Let us take the example of insurance companies, because they involve large sums of money. If the millions of Canadians who need insurance were to choose Canadian companies, this could have important consequences and the government could then grant certain loans. That is what I call control of our own economy.

I have, of course, nothing against the American insurance companies, whose offices here are excellent, but I wonder if this field, like that of food, is not one in which we should exercise this individual pride. This might not seem like a very serious suggestion, but I think that governmental supervision of this sort may be necessary to attain the objectives of Bill C-132.

We can content ourselves once more with asking the government to pass legislation, but we cannot force a man to have enough pride to keep this objective in mind on a nation-wide basis. But, by means of publicity campaigns, for example, and by not being afraid to express certain opinions to the public, Canadians will become the real masters of their own economy, and then only to the extent that they want to and to the extent that they are taught to.

I could give as an example in Quebec, the Desjardins Co-operative Movement which achieved wonderful results through the promotion of collectivism, information and education. In my opinion, the government also has the responsibility for informing the people about the ownership of our corporations. We must teach the Canadian people how to invest in Canadian corporations and promote what we call Canadian products.

I will give another good example. In my own riding, Mr. Speaker, there is a green pea industry. Many times I have said, and I repeat it now, that if the people in my area decided to buy green peas from that industry which belongs to us, it would develop tremendously. Let us imagine the good results for all producers in that area and think of what might happen actually. We do not have enough pride which is essential to the success of a nation.