

Canadian exporter, permitting him to match credit terms offered by competitors in other industrialized countries. At the same time, ECIC resources do provide assistance to the developing countries in the sense that the terms available are a good deal softer, particularly in regard to maturity and grace periods, than those found in the market place - if, in fact, funds can be found at all. By the nature of things, these resources have gone largely to financing exports to developing countries. This is why statistics of such financing are included in the internationally-accepted measurement of the flow of financial resources from the developed to the less-developed world.

Unlike ECIC funds, the resources made available through the External Aid Office are voted by Parliament for economic, technical and educational assistance to developing countries. The initiative in the use of these funds rests with the government of the developing country. However, though not a primary purpose of the aid programme, it is worth remembering that this money is spent on the export of Canadian goods and services.

Naturally, this brings an immediate short-term benefit to the Canadian businessman, who thus shares the experience of his counterparts in other donor countries. At the moment, about 60 Canadian consulting and construction firms are working abroad on aid financed contracts and many millions of dollars worth of Canadian exports are being introduced or sustained in the markets of the developing countries. But there are long-term benefits of much greater significance, chief among them the creation of a wider range of global trading opportunity.

It can be demonstrated that Western manufacturers have increased substantially their exports on commercial terms to certain countries in the months and years that have followed the attainment of a measure of self-sustained economic independence.

One of our objectives is to encourage an increasing interest on the part of Canadian businessmen in our aid programme and to improve the ways by which they can participate in it. We want to help you to identify and take advantage of the opportunities our aid programme provides for you and we want to take more advantage of the specialized know-how which exists in your organization in selecting projects and establishing procedures which will most effectively employ our aid funds.

Canadian-aid financed goods and services must, of course, compare favourably in price and quality with those available in other industrialized countries. It is not in the interests of the Canadian export trade or in the interests of the developing countries to use aid funds to subsidize high-cost Canadian goods and services. We must also ensure that an adequate opportunity is available to all interested Canadian firms to compete for aid-financed exports. In the normal course, therefore, tenders or bids are sought from interested Canadian producers. In some cases, where a Canadian exporter has been the successful bidder following an international tender call, a decision to finance with aid funds the project or product in question does not need to be accompanied by a subsequent domestic tender call in Canada.