

## TRADE FAIR PROGRAMME

Trade and Commerce Minister Robert H. Winters recently announced a broadly-diversified trade-fair programme to help Canadian industry increase its exports this year and next. By government-sponsored participation in 78 foreign trade fairs and exhibitions, Canadian products will be promoted in major and expanding international markets.

The programme, which extends from January 1, 1968, to June 1969, includes fairs in Australia, Britain, Czechoslovakia, France, Italy, Japan, the Netherlands, Poland, Spain, the United States, and West Germany.

Canada will continue to be represented strongly in the highly-specialized industrial and agricultural trade fairs in Britain, the United States and Western Europe. New emphasis will be laid on Far Eastern markets; Canada will exhibit in Tokyo at the Japan Electronics Show next September and at the International Trade Fair in September 1969.

More attention will also be paid to export opportunities in France, where there will be seven shows, and West Germany (nine product exhibits and two trade-information booths). These shows will cover such diverse product groups as sporting goods, electronics, furs, leather goods, children's clothing, catering equipment, dairy breeding stock, aerospace

products, furniture and wood products.

The Department of Trade and Commerce, which constantly encourages Canadian manufacturers and producers to enter export markets, has found one of the best means is its annual programme of sponsored Canadian exhibits in international trade and consumer fairs. Each year, growing numbers of Canadian companies participate with gratifying results.

### EFFORTS CO-ORDINATED

Exhibitors provide the goods displayed and man their own exhibits, while the Department of Trade and Commerce finances exhibit design, shipment to site, erection and dismantling, return of the goods (where applicable), publicity and advertising.

The Department undertakes to design and erect a display to provide the best presentation of the firm's products. Promotional booklets illustrating and describing the products exhibited are usually produced for direct-mail distribution before the fair to attract buyers to the Canadian display. Further services are provided to participants by the Department's trade commissioners abroad, such as information on terms of payment preferred by foreign buyers, tariffs, and advice about import and exchange controls.

## SERVICEMEN IN CENTENNIAL YEAR

*Members of the Canadian Armed Forces took part in many special programmes during centennial year, some of which are described below.*

The Canadian Armed Forces Tattoo set attendance records across the country, during centennial year, in 153 performances at 45 locations. Major stadium shows were staged by a cast of nearly 1,700, and 300 took part in the arena performances. Eighteen bands accompanied these performances, among which was a two-week run at Expo 67.

The "Golden Centennaires", a Royal Canadian Air Force flying aerobatic team, specially formed for Canada's centennial year, completed a cross-Canada tour of 100 shows and then put on six shows in the United States.

The Centennial Voyageur Canoe Pageant, which covered 3,283 miles in 104 days from Rocky Mountain House, Alberta, to Montreal, was guided by the communications and safety system supplied by an Armed Forces signal troop from Kingston, Ontario.

The Canadian Forces motorcycle display team began touring early in May, performing in 112 communities throughout Canada. Composed of 51 riders from the Royal Canadian Corps of Signals, Kingston, the group was divided into two travelling teams. One team of 20 was attached to the Tattoo, and the other 31 men comprised the main display touring team.

During Naval Assembly Week, June 19 to 26, 40 ships from 14 nations assembled for review in

Halifax, Nova Scotia. The most spectacular naval array ever to gather in Canadian waters, the ships, which were decorated with pennants and flags, greeted the Governor General with a co-ordinated gun salute.

### PAN-AM VILLAGE

Over 1,000 servicemen helped at the Pan-American Games in July. Soldiers of the 3rd Regiment, Royal Canadian Horse Artillery and 4 Transport Company, Royal Canadian Army Corps, remodelled and renovated accommodation at Fort Osborne barracks, which became known as "Pan-Am Village" for many of the 3,200 visiting athletes. The servicemen acted as interpreters, drivers, guides, referees and groundsman during the Games.

### AID TO CARIBBEAN AVIATION

Mr. Paul Martin, Secretary of State for External Affairs, has announced a five-year, \$5-million programme of Canadian assistance for air-transport development in the Eastern Caribbean. This is the first major project under a new system of long-range aid planning announced by Canada at the Commonwealth Caribbean-Canada conference in July 1966, and is one of the largest aid undertakings by Canada in the Caribbean.

Canada's External Aid Office, assisted by a team from the federal Department of Transport,