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# Annual Report of the Department of Industry, Trade and Commerce

April 1, 1970 to March 31, 1971

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OTTAWA, January 31, 1972

The Honourable Jean-Luc Pepin  
Minister of Industry, Trade and Commerce  
Ottawa, Ontario

Dear Sir:

I have the honour to submit the annual report of  
the Department of Industry, Trade and Commerce, covering  
activities during the period April 1, 1970 to March 31, 1971.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'J.H. Warren', with a stylized, sweeping flourish at the end.

J.H. Warren  
Deputy Minister



OTTAWA, January 31, 1972

To His Excellency  
The Right Honourable Roland Michener, C.C.  
Governor General of Canada

May it please Your Excellency:

I have the honour to submit to Your Excellency  
the annual report for the Department of Industry, Trade and  
Commerce covering the period April 1, 1970 to March 31, 1971.

A summary of the Department's policies, activities  
and services rendered is laid before Your Excellency.

Respectfully submitted

A handwritten signature in cursive script, reading "Jean-Luc Pepin". The signature is written in dark ink and is positioned above the typed name and title.

Jean-Luc Pepin  
Minister of Industry,  
Trade and Commerce



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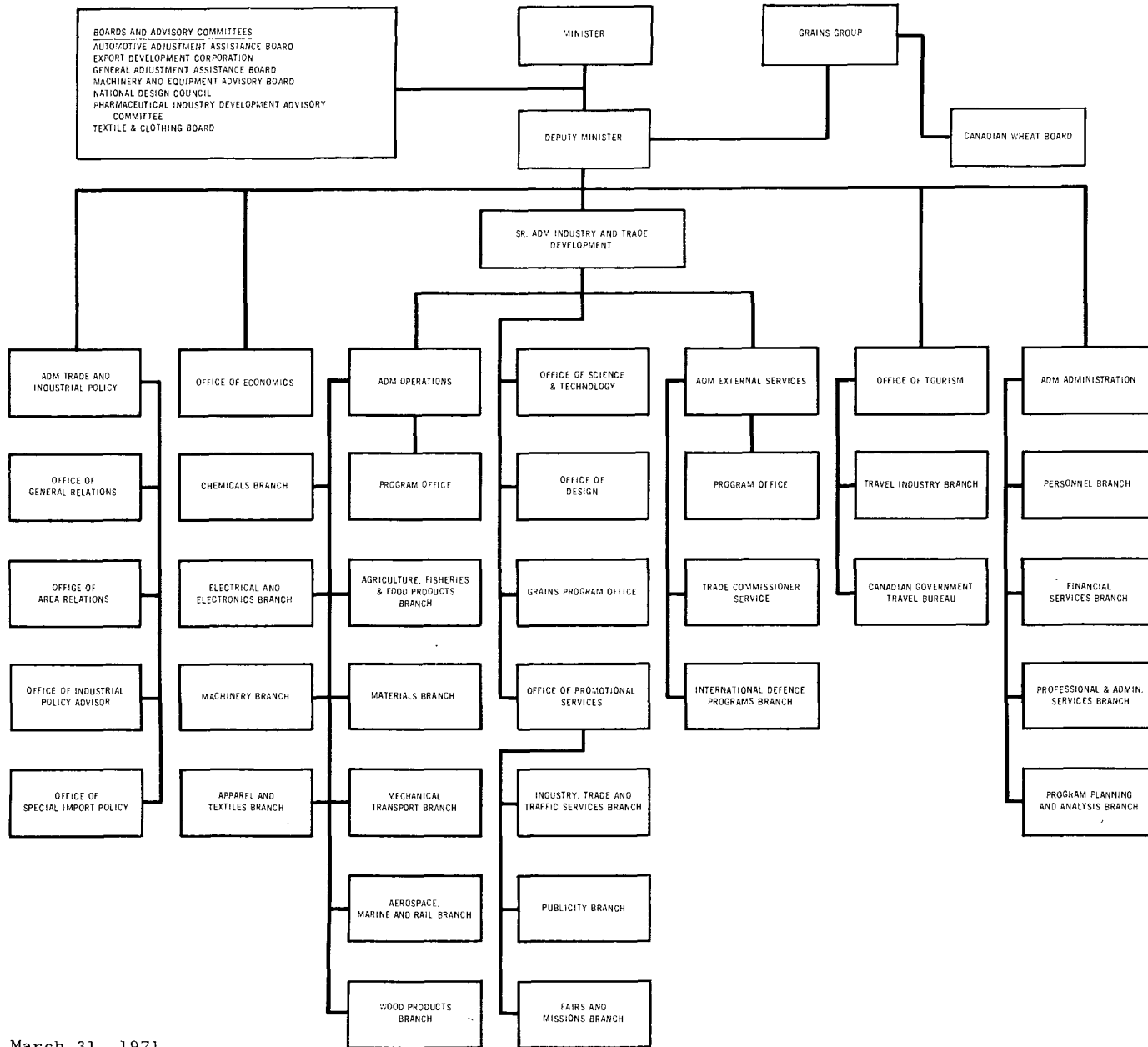
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# ORGANIZATION CHART



March 31, 1971



## STATEMENT OF EXPENDITURES

### Trade Industrial Program

Vote		1970-71
1	Operating expenditures	\$38,246,667
5	Grants and Contributions	75,424,151
Statutory	Minister of Industry, Trade and Commerce - Salary and motor car allowance	17,000
Statutory	Pensions to former locally-engaged employees of Offices Abroad	641
Statutory	General incentives to Industry for the expansion of scientific research and development in Canada	30,114,279
	Loans to assist manufacturers of automotive products in Canada	11,041,858
	Loans to assist Canadian defence industry with plant modernization	6,666,800
	Loans to assist the pharmaceutical industry in the manufacture and marketing of lower-priced prescription drugs	65,430

### Tourism Program

20	Operating expenditures	11,160,976
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### World Exhibitions Program

25	Program expenditures	2,947,906
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### Grains Program

Statutory	Payment of carrying costs of temporary wheat reserves	23,649,837
Statutory	Payments in connection with the Prairie Grain Advance Payments Act	11,614,203
Statutory	Payments in accordance with the Prairie Grain Provisional Payments Act	62,658
22a 23c 36b	Deficit on Pool Accounts	18,294,861

## STATEMENT OF REVENUE

### Return on investments

Interest on loans to Export Development Corporation	\$13,893,293
Interest on loans to assist manufacturers of automotive products	2,361,442
Sundry	122,018

### Privileges, licences and permits

59,716

### Refunds of previous year's expenditures

Royalties re Otter aircraft	119,340
Repayments re PAIT	370,529
Return of Assistance Vote Contributions	1,576,246
Sundry	200,544

### Miscellaneous

Export Development Corporation excess of premiums over amount required to meet expenses	149,857
Sundry	101,438

September 15, 1971.



## INTRODUCTION

One of the three basic national aims set by the Canadian Government specifies that Canada and all Canadians will enjoy enlarging prosperity in the widest possible sense.

Realization of this goal requires a sound economy and steady economic growth and the Department of Industry, Trade and Commerce, created by the Government two years ago, has a vital role to play.

"Promote the establishment, growth and efficiency of manufacturing, processing and tourist industries in Canada, contribute to sound development and productivity generally and foster the expansion of Canadian trade," was the mandate given the Department.

During the April 1, 1970 to March 31, 1971 fiscal year, the new Department was functioning smoothly and steady progress was being made toward fulfilling the Department's industrial and trade objectives at home and abroad.

The Department's wide-ranging terms of reference took it into many fields, from Expo '70 in Osaka, Japan, a category 1 world exhibition, to Fashion/Canada, a cross-country fashion design assistance program. Canadian industry was helped to develop new products, make more use of available resources and promote products on world markets. Through the Department's tourism programs, visitors were attracted to Canada and Canadians themselves discovered in increasing numbers the wealth of beauty, history and recreational facilities in this country.

This report does not attempt to describe all the projects the Department was engaged in during the year. It highlights only the main initiatives and major programs undertaken on behalf of the Canadian business community.

This basically is the Department's Industry and Trade Development Program, established to achieve efficient and continued growth in Canadian production of goods and services. There are four activities which relate to the objective: product innovation, production efficiency, domestic-international environment and market development. The report is discussed under these activity headings along with the other major programs: tourism, world exhibitions and grains.

#### PRODUCT INNOVATION

Industrial research and the development of new products and processes are obviously key elements in maintaining industrial growth in an advanced country. The majority of goods being manufactured in Canada today were unknown at the turn of the century, just as thousands of products which will be on the marketplace in the year 2000 do not exist today. In this age of rapid technological change in the world, long-term economic growth depends largely on today's innovation.

The Department's Product Innovation activity seeks to stimulate a continuing flow of new and improved products, processes and services. To achieve this it:

Formulates and administers incentive programs designed to stimulate technological innovation;

Establishes research institutes and centres;

Provides industry with specialized advice and information on techniques and scientific developments.

The Department also chairs and provides the Secretariat for the federal government's Interdepartmental Committee on Innovation, which met for the first time in December, 1969. The function of the Committee is to assess and recommend government policies and programs aimed at stimulating industrial research and development.

Incentive Programs: The Industrial Research and Development Incentives Act (IRDIA) authorized 900 grants amounting to \$30.1 million during fiscal year 1970-71 compared with 638 grants valued at \$23.1 million in 1969-70. IRDIA enables Canadian corporations to apply to the Department for cash grants or credits against their federal income tax liabilities amounting to 25 per cent of:

All their capital expenditures in Canada, excluding purchase of land, for scientific research and development;

Increase in current expenditure in Canada for scientific research and development over the average of such expenses during the five preceding years.

The IRDIA program was improved through a series of amendments to the Act in 1970. The Department also introduced a system of partial payments

of grants, enabling companies in certain circumstances to receive the benefits under IRDIA sooner without tying up their own funds.

Another program to help Canadian industry grow and become more efficient is the Program for the Advancement of Industrial Technology (PAIT) which supported 141 projects in 1970-71 with a contribution of \$50.7 million-- a 400 per cent increase from the previous fiscal year. PAIT was revised in 1970 to provide assistance in the form of cash grants instead of repayable loans. Generally, such grants equal 50 per cent of the current costs of development projects, including certain pre-production costs of a non-recurring nature and costs incurred for pilot plants and special purpose equipment.

The Defence Industry Productivity program seeks to enhance the technological competence of the Canadian defence industry so that it may compete more effectively for export sales. Through DIP the Department shares specified costs of selected industry projects. In 1970-71 the Department provided \$45 million in support of 198 projects.

Industrial Design: Continuing improvement in industrial design is an important element of the innovation process. The National Design Council recommends policies and procedures on which the Department's programs are based.

The Industrial Design Assistance Program (IDAP) contributed \$357,600 last year to manufacturers interested in new or improved designs through use of qualified industrial design services.

In co-operation with provincial authorities, work continued throughout the year on plans to strengthen design training at all levels of the educational system and to establish criteria for courses in design management. Twenty-seven scholarships totalling \$73,000 were awarded for advanced studies in industrial design and a new award--the National Design Council Chairman's Award for Design Management--was introduced. Grants totalling \$105,000 were made to Carleton University, Ottawa, to help establish a degree course in industrial design and to the University of Manitoba and the University of Montreal for establishment of pilot courses in design management.

The Fashion Design Assistance Program, an important element in the federal government's new textile policy, has been operating since May, 1970, and aims at increasing the competitiveness of the Canadian clothing, textile, leather and footwear industries by stimulating creative design and improving quality.

Research Institutes and Centres: An Industrial Research Institutes scheme to help universities undertake research for industry on a contract basis will make possible the formation of two new institutes in 1971--at McGill University and at l'Ecole Polytechnique in Montreal. These arrangements assist in bringing the facilities of the academic community to bear on the needs and problems of industry in a mutually beneficial way. Such institutes are already in existence at the University of Windsor, McMaster University, University of Waterloo and the Nova Scotia Technical College. Grants from the Department cover costs of establishment and administration during the initial years of operation.



A related program, introduced last fiscal year, helps Canadian universities to establish centres for advanced technology. The first such centre--the Canadian Institute of Metalworking at McMaster University--began operating in October, 1970. A second opened in July, 1971 and a third will open before the end of the present fiscal year. The Department pays costs of equipment, materials and salaries of professional staff.

#### PRODUCTION EFFICIENCY

One of the major challenges facing Canadian manufacturers today is that of achieving the highest possible degree of production efficiency. Throughout the entire developed world, units are increasingly joining into larger economic groupings to achieve economies of scale in production.

Recognizing this, the Department established a program to help Canadian industry continually improve efficiency and successfully withstand foreign competition in the home market and increase exports.

To achieve this goal the Department:

Analyses supply and demand patterns in domestic and world markets;

Assesses effectiveness of production methods at home and abroad;

Provides specialized advice and information to industry;

Establishes incentive programs designed to help firms improve efficiency.

Research and Analyses: The industry sector branches and other units of the Department, often in conjunction with Canadian industry, carry out and sponsor a continuous program of research to determine the viability of opportunities in different industry sectors and to gauge their competitive potential regionally and internationally. The principal objective of this work is to improve the production efficiency of Canadian industry.

Research conducted during the past year included a general study into the causes and variations in productivity with particular reference to wages, prices, capacity utilization and specialization. Specific studies were also undertaken on such diverse industry sectors as shipbuilding, meat, cheese, bakery and confectionery industries; heavy electrical, air navigation, computer and major consumer appliance products; various sectors of the Canadian machinery industry, as well as a comprehensive statistical and economic analysis of book publishing in Canada.

Incentive Programs: Among the Department's responsibilities is assistance to manufacturing and processing industries to help them exploit opportunities provided by technology and changing conditions in domestic and foreign markets. To achieve this, the Department has incentive programs designed to stimulate greater product research, development and innovation.

The Adjustment Assistance Board, which administers the Automotive

Adjustment Assistance Program (AAA) authorized 10 loans totalling \$8.1 million and recommended tariff remissions on applications totalling \$630,000 in 1970-71.

The AAA program provides direct loans to Canadian companies producing parts and equipment for the auto industry. It also permits producers of automotive parts to receive remission of up to 99 per cent of the duty on imported production machinery and equipment not available from Canadian sources or not in a position to be delivered to meet production schedules.

The Canadian Construction Information System--a means of storing, retrieving and disseminating data vital to the construction industry--was installed on a trial basis in major Canadian centres as part of the Building Equipment, Accessories and Materials Program (BEAM). The Department also published a directory of Canadian construction terminology to facilitate its implementation.

The BEAM program aims at increasing productivity and efficiency in the manufacture and use of building equipment and materials through the use of a systems approach.

Several clinics were held during the year to demonstrate the advantages of modular co-ordination. The Directory of Modular Building Components was expanded and updated. Results of a study on the Canadian mobile home industry were published along with the proceedings of a series of conferences on A Systems Approach to Building.

The General Adjustment Assistance Program (GAAP) was designed to help Canadian manufacturers take advantage of opportunities arising from the Kennedy Round and to assist manufacturers of textile goods, clothing and footwear to improve their competitive position in domestic and export markets. It also provides assistance to manufacturers adversely affected by Kennedy Round reductions of Canadian tariffs and to textile goods, clothing and footwear manufacturers threatened by disruptive import competition.

By remitting the duty otherwise payable on Tariff Item 42700-1, the Machinery Program (MACH) allows Canadian machinery users to acquire, at the lowest possible cost, capital equipment not available from Canadian sources. At the same time, it enables Canadian machinery producers to derive maximum incentive and encouragement from the tariff by extending duty protection once they are in a position to supply. During 1970-71, some 16,000 applications were processed and total duty remissions amounted to \$75 million.

The Program to Enhance Productivity (PEP), introduced late in the year, encourages firms to undertake studies of the feasibility of significant and imaginative projects likely to improve productivity. At its first meeting, in March, 1971, the PEP Advisory Committee recommended that \$52,450 be contributed in support of three feasibility studies. PEP provides grants to a maximum of \$50,000 to support up to half the approved costs of such studies.

Another program, the Pharmaceutical Industry Development Assistance

Program (PIPA), is designed to improve the production efficiency of Canadian pharmaceutical firms and make them more competitive in foreign and domestic markets. Under the program, the Department provides loans for expansion, acquisition or restructuring operations and grants for feasibility studies. Loans totalling \$508,000 were approved in the last fiscal year.

Departmental programs designed to assist Canada's shipbuilding industry resulted in contracts amounting to \$225 million by the end of the last fiscal year. Contracts worth \$125 million have been signed since the plan was introduced in 1966 to pay subsidies toward the cost of ships built in Canada for Canadian owners. This has been done under the Ship Construction Subsidy Regulations. The rate of subsidy was 25 per cent at introduction, dropping to 17 per cent by 1973. A new Shipbuilding Temporary Assistance Program, introduced in November, 1970, yielded contracts worth \$110 million by March, 1971. It provided grants of 17 per cent of approved costs (14 per cent for very large vessels) of building ships destined to be registered outside Canada.

#### DOMESTIC/INTERNATIONAL ENVIRONMENT

Canadian processors and manufacturers are affected by a variety of business factors beyond their direct control but nevertheless vital to their growth potential. Domestically, such matters as competition policy, taxation policy and import policy affect the direction and rate of industrial development. Internationally, all trade barriers, whether tariff or non-tariff, control to a major degree the access for Canadian products to other countries.

While these environmental factors are managed in large part by other governmental agencies in Canada and by foreign governments and bodies, the Department has a responsibility to draw attention to their impact on Canadian industrial and trade developments and to recommend policies and procedures beneficial to Canadian interests.

#### INTERNATIONAL ENVIRONMENT

In the field of commodity trade policy, a new International Wheat Agreement was negotiated during January and February 1971 to replace the present International Grains Arrangement. Major wheat exporters and importers (including the U.S.S.R. and the EEC) will be parties to the new Agreement which came into force on July 1, 1971 for a period of three years. The Fourth International Tin Agreement was negotiated during the year and took effect July 1, 1971 for a period of five years. At Canadian initiative, international consultations were started between sulphur producing and trading countries. These consultations were designed to exchange views on the current situation and the longer term world supply and demand trends for sulphur. The Department also participated during the year in consultations relating to commodities covered by international agreements and others on energy, sugar, coffee, lead and zinc. In formulating policy on a range of commodity trade issues, close consultation was maintained with particular sectors of the business community.

The Department was involved in a wide range of trade policy activities in international organizations during the year. Consultations on the General Preference Scheme in the Organization for Economic Co-operation

and Development, United Nations Conference on Trade and Development and the General Agreement on Tariffs and Trade paved the way for implementation at an early date of preferences designed to improve the trade prospects of developing countries. There were also consultations in the OECD on other specific ways to improve assistance to developing countries, such as the untying of bilateral aid programs. Progress was also made under OECD auspices to provide for the exchange of information on the terms and conditions on which other countries would be prepared to provide export credits, and discussions were continued on government procurement practices. Consultations were held late in 1970 with the Secretary General of UNCTAD with a view to setting in motion preparations for the Third United Nations Conference on Trade and Development (UNCTAD III) which is to be held in April, 1972. In consultation with Canadian industry an assessment of Canadian interest in joining several international temporary entry customs conventions under the auspices of the Customs Co-operation Council, Brussels and the Economic Commission for Europe was brought near completion during the year. These conventions are designed to improve, safeguard or facilitate export access for the types of products covered by the conventions.

The Department maintained close contact with the Canadian International Development Agency (CIDA) on Canada's bilateral aid programs and steps were taken to ensure the fullest opportunity for Canadian participation in projects financed by development assistance organizations such as the World Bank Group, the United Nations Development Program and the Regional Development Banks. An amendment to the Export Development Act,

administered by the Export Development Corporation which reports to Parliament through the Minister of Industry, Trade and Commerce, increased the ceiling for long-term loans from \$800 million to \$1,300 million and tripled the ceiling for foreign investment insurance to \$150 million.

During the year, Canada established diplomatic relations with the People's Republic of China and a commercial office is now part of the Canadian Embassy there. Trade negotiations were begun with Australia, New Zealand, Romania, Bulgaria and Algeria to initiate, renew and/or improve trade agreements.

As Britain and other applicants moved closer to membership in the EEC, the implications for Canada and world trade of an enlarged European Community were discussed at the ministerial level with Britain, France, Belgium and The Netherlands. In a meeting of the Joint Canada--United States Committee on Trade and Economic Affairs, Canadian Ministers discussed a variety of trade problems and prospects with members of the United States Government.

#### DOMESTIC ENVIRONMENT

In Canada, the Office of Special Import Policy was created in May, 1970 to study the impact of low-priced imports on Canadian producers of the same or similar products and to recommend procedures to prevent serious injury to Canadian industries. Negotiations were opened with 20 countries to secure export restraint agreements covering 17 items, chiefly textiles, clothing and electronic receiving tubes. The Shirt Surtax Order of June 2, 1970, which was



extended by Parliament until November 29, 1971, was enacted to cope with shirt imports outside the existing restraint arrangements.

In 1970-71, the Department began developing measures required to implement the new textile policy, including establishment of the Textile and Clothing Board, and undertook a study to assess the impact on Canadian industry of concessional export financing provided by other countries, while measures were developed to mitigate injurious effects.

The Department also participated in studies of a number of industry sectors including petrochemicals, rubber, copper and railway rolling stock, and in reviews of policy in areas of direct concern to Canadian industry including competition policy, taxation, packaging and labeling regulations and environmental protection measures.

#### MARKET DEVELOPMENT

The Canadian economy, always dependent to a large degree on export trade, is becoming increasingly so, particularly in the important manufacturing sector. Some 20 per cent of Canada's Gross National Product is exported, compared with four per cent in the United States. In 1970-71, domestic exports reached a record \$16.6 billion, of which some \$6.2 billion represented sales of fully manufactured goods. This represented over 35 per cent of total exports, compared with only 17 per cent just six years ago.

Through its market development activity the Department assists

industry to exploit trade opportunities wherever they exist. Market development services include:

Analyses of international trade trends and studies of new opportunities for Canadian exporters;

Continuing day-to-day assistance to exporters through the Department's offices abroad and in Canada;

Direct promotional support in the form of trade fair participation, trade missions, visiting buyers program, in-store promotions and export publicity programs.

Field Services: The Trade Commissioner Service, which is the Department's field force abroad, provides service to exporters seeking new markets or new technology as well as advising the Department on matters of trade policy and market access. During the year the service opened seven new offices in response to expanded opportunities in new markets. By year-end there were 206 trade officers stationed in 55 countries abroad. In Canada the Department opened a new regional office in Fredericton. It now has a network of eight regional offices across the country serving the needs of Canadian manufacturers and exporters.

Promotional Programs: During the year the Department organized participation in 52 international trade fairs throughout the world. Five hundred and fifty Canadian companies participated in these events. These fairs were held in many U.S. cities, in Eastern and Western Europe, in Japan and Latin America.

Canadian businessmen participated in two outgoing trade missions while 32 foreign businessmen and government officers visited Canada in five incoming missions. The Department also organized the visits of 14 delegations to Canada and 493 buyers were introduced to Canadian products under the program for sponsorship of individual visits by specific trade delegates.

Two major promotions of Canadian consumer products were organized, one in Macy's stores in New York City, the other in the Keio department store in Tokyo.

A continuing program of export publicity was undertaken to better acquaint potential foreign buyers with Canadian capabilities and products and to generate direct sales prospects for Canadian firms. The Department's export promotion newspaper, Canada Courier, which gives international buyers exposure to exportable Canadian goods and services, augmented its four languages with a Japanese edition. Total enquiries generated during the year numbered more than 5,000. Some 22 export promotion directories and catalogues promoting various sectors of Canadian industry were produced and distributed abroad. Foreign Trade and Commerce extérieur, the Department's magazines of market information for Canadian businessmen, were enlarged during the year to reflect an expanded editorial approach.

**Ignny Housing Project:** Following French acceptance of Canadian building practices and standards, a 114-unit housing project, sponsored by the Department and constructed in France by a Franco-Canadian company,

demonstrated the advantages of wood frame construction in this market. The project attracted wide attention among government officials and builders from many parts of Europe and is expected to help expand the entire European market for Canadian building products and building systems.

**Fashion/Canada:** The Fashion/Canada program was established to assist the Canadian apparel industry by encouraging improved styling and design for Canadian manufacturers of apparel and accessories. In the export field, promotional pressure was continued for Canadian apparel and textiles through trade shows in the U.S. and Europe. Total exports of textiles and clothing increased by 12.1 per cent to \$210 million.

**Machinery and Engineering Services:** The Department was active in assisting Canadian machinery manufacturers, consultants and engineers in developing sales throughout the world particularly in developing countries, playing an important part in the sale of two large hydraulic turbines to Brazil, two gas turbine generators to Mexico and in large sales of thermal power generating equipment to Israel. In the pulp and paper sector, contracts with Argentina and Indonesia were signed and negotiations were started for the sale of pulp equipment to Eastern Europe. Canadian companies won major engineering contracts for wind tunnels, a silicon strip steel mill, road building and technical training, pulp and paper mills, saw mills, an asbestos processing plant and aerial surveys.

**Mechanical Transport:** Major promotional efforts were made in the U.S.

on the expansion of markets for forest harvesting equipment, quarry-type dump trucks and large logging trucks. A special drive for the sale of agricultural implements was also promoted by the Department. Special effort was also made by the Department in helping Canadian firms in West and East Africa, Iran and the Far East.

Defence Products: Canada co-operates with its allies in defence planning through research, development, production and sharing programs co-ordinated by the Department through its International Defence Programs Branch and its offices in the U.S. and overseas. Canadian defence products sold abroad often have civilian applications too and represent advanced technology in the fields of communications, navigation and transportation.

Market Studies: During the year, a number of market studies were carried out in a wide range of industry sectors to assist Canadian industry in assessing potential for greater sales. Prominent among these were: a survey of producers of aircraft support equipment; a world power systems survey on behalf of Canadian producers of electrical power generation and transmission equipment; a survey of world demand for airport equipment, and a similar world market review for the asbestos industry.

Data on potash markets in developing countries was compiled and discussions were started with Canadian potash producers to co-ordinate a program for penetration of additional markets.

A study on the marketing of Canadian hardwood furniture components in

the U.S. was commissioned by the Department. A report on the Canadian book industry and a comprehensive and statistical analysis of book publishing were also completed.

Initiatives in the EEC: Final preparations were made for the signing of a science and technological agreement with Germany and a major Ministerial mission was organized for April, 1971. The objectives of the mission and associated projects were: to increase interest in manufactured goods and services; to examine ways and means of improving access for Canadian goods in Germany; to improve the prospects for increased exports to all countries of the EEC, and to encourage German interest in industrial development opportunities in Canada.

#### TOURISM

Development of tourism in Canada is big business. The industry represents an important source of foreign revenue--in 1970-71, a record 37.6 million foreign visitors spent an estimated \$1.2 billion in Canada--and employs an estimated 780,000 Canadians.

The marketing arm of the Department's tourism program is the Canadian Government Travel Bureau which maintains a network of 24 travel offices in the U.S. and seven other countries. Last year a budget of some \$11.2 million was committed to three distinct marketing programs: a) to promote travel from the U.S. b) to promote travel from the rest of the world c) to promote travel within Canada. About 80 per cent of the promotional effort was directed towards the U.S., 15 per cent to overseas markets and the remaining five per cent within this country.

In 1970-71 the Department produced and distributed more than 20 million copies of 50 publications in 13 languages. Full use was made of some 20,000 prints of 113 travel films produced for the most part by provincial and private interests and distributed through the Travel Bureau facilities. Through the Canadian Travel Film Library, more than 21 million viewers were reached through direct screenings as well as an estimated 215 million through television.

Almost 200 internationally known writers, lecturers and TV producers were brought to Canada as part of the Department's tourism publicity program.

Advertising programs using electronic and print media accounted for \$3.5 million of the Department's budget. A major innovation was the extension of TV coverage to fourteen U.S. urban areas in a campaign featuring 20 and 30 second commercials. To help promote package tours from the U.S., travel agents, tour operators and wholesalers were offered advertising support under a new co-operative program developed last year. A direct mail program aimed at prospectives in the U.S. generated some 995,000 enquiries. In all, the promotion and publicity programs created 2.4 million travel enquiries reaching some seven million prospective visitors.

Closer relationships were developed during the year with the travel trade, carrier representatives, auto clubs, travel agents and tour operators. Convention promotion was encouraged, special package tours were offered and 300 representatives of the travel trade were brought to

Canada on familiarization tours to learn at first hand the attractions and facilities this country offers.

In addition to travel by foreign visitors, it is estimated that travel in Canada by Canadians represents a \$3 billion annual industry.

If the Canadian tourist industry is to develop in a pattern of steady growth, it is important that we know as much as possible about travel habits of Canadians and ensure that our country has adequate accommodation, restaurant, recreational and other facilities available to accommodate such growth. Therefore, work began in March on the Canadian Travel Survey, 1971--the largest single travel/tourism research project ever undertaken in this country. Some 12,500 randomly selected Canadian households will be contacted four times with regard to their travelling habits. Data revealing travel patterns and expenditures of Canadians should be of special importance in establishing the economic value of the industry.

To learn more about the capital requirements of the accommodation sector of the travel industry, a mail questionnaire survey of 22,000 hotels, motels, lodges and camping establishments across Canada was conducted, followed by personal interviews with 1,000 operators of accommodation facilities.

#### CANADIAN GOVERNMENT PARTICIPATION IN EXPO '70

One of the most exciting and successful projects undertaken by the Department last year was participation in Expo '70, Osaka, Japan, March 15 to September 13, 1970.



Canada was the first country to sign a participation contract and led the way in all phases of pavilion construction, winning first prize in a special contest sponsored by the Architectural Institute of Japan. Erickson/Massey of Vancouver, designers of the Canadian pavilion, also won a Golden Triangle award from the National Society of Interior Designers of the United States and a Massey Award. Honours were also conferred on the Canadian Commissioner-General, representing all foreign participants.

The Canadian pavilion was a success with the Japanese public as well. The number of visitors to the Canadian pavilion--the first to receive its 20 millionth visitor--rose to 25 million before the exhibition closed in September.

Canada was honoured as the only country visited by His Imperial Majesty Emperor Hirohito on opening day. The Japanese Emperor headed a succession of VIP visitors including all members of the Imperial Family, Prime Minister Sato of Japan, Prince Charles, President Svoboda of Czechoslovakia, astronauts, cosmonauts and heads of state or official representatives of more than 50 nations. Many of Canada's provincial premiers, federal and provincial cabinet ministers, senators and MPs also visited the pavilion. Prior to Expo's opening a converted school --"Super Bus"--decked out in dazzling designs and manned by young Japanese-speaking Canadians, toured Japan for five months. By opening day Canada had received more coverage in Japanese media than all other participants combined and this momentum carried through the entire exhibition. The public relations staff abandoned counting news mentions when the known total reached 100,000 in early May.

A high point of the Canadian participation was Canada Day on May 27, opened and presided over by Prime Minister Trudeau. This entailed a full day of activities in the Festival Plaza (the opening attended by a record 15,000 persons), the Canadian pavilion and other points throughout the fair grounds. It was considered the most successful and ambitious of all the national day programs.

Prior to Expo '70, Canada was virtually unknown to the average Japanese, but by the end of the fair, it was one of the best known nations. As a result, the people of Japan have gained a growing awareness of Canada's vastness, its people, potential and products.

Public opinion polls named Canada's contribution to the world fair as one of the three most popular. Its emphasis on youth enthralled Japan's young people and magazine surveys confirmed that the young set chose Canada's "Young Pavilion" as their favourite.

#### WINDING UP THE AFFAIRS OF THE CANADIAN CORPORATION FOR EXPO '67

Under provision of the Expo Winding-Up Act, steady progress was made towards completing the actions required to discharge the outstanding liabilities of the former Canadian Corporation for the 1967 World Exhibition and to secure its assets as provided by the Act.

All accounts receivable, which were recorded in the books of the Corporation at the date of its dissolution, were collected and the proceeds, amounting to \$8,132, were deposited in the suspense account established to facilitate the necessary financial transactions.

There was, at the beginning of the fiscal year, an estimated \$83,602 for excess insurance premiums due from the Corporation's insurers. A total of \$50,000 was collected from the companies and deposited in the suspense account. When all claims are settled and an accurate calculation of the companies' liabilities under the contract can be established, a final settlement will be made. These collections plus the proceeds from the Corporation's bank and cash balances of \$102,291 totalled \$164,092. Liabilities, represented by outstanding accounts and claims, were discharged in 12 cases for a total of \$126,846.

#### GRAINS PROGRAM

The Department, through its Grain Division, collaborates closely with the many agencies and organizations in Canada involved in the production and marketing of grain to promote orderly production and sales.

During the year, payments of interest charges on cash advances to grain producers in Western Canada under the Prairie Grain Advance Payments Act amounted to \$11,614,203.

The return from the sale of wheat delivered by western producers during 1968-69 did not equal the Government guaranteed initial payments and a deficit of \$40,272,789 was incurred. A total of \$22,227,677 was paid to the Canadian Wheat Board during the 1969-70 fiscal year and the balance of \$18,045,112 during 1970-71.

The Government's revised and expanded credit program for grain made a major contribution to increased sales of wheat and barley. There were

also larger shipments of wheat and flour under Canada's food aid programs. Exports of Canadian grains were at a record level.



APPENDICES

Appendix "A"

HEAD OFFICE DIRECTORY (ON MARCH 31, 1971)

Head Office, Tower "B", Place de Ville,  
112 Kent Street, Ottawa, Ontario

MINISTER'S OFFICE

Minister of Industry, Trade and Commerce: The Hon. Jean-Luc Pepin

Executive Assistant: Paul Labbé

Admin. Assistant: C.R.D. Kelly

Minister's Advisory Council: A/Executive Secretary: M.K. Paumann

Minister Responsible for the Canadian Wheat Board:

The Hon. Otto E. Lang

Grains Group

Co-ordinator: R.M. Bryden

Marketing: R.M.E. Esdale

Production: W.E. Jarvis

Transportation: R.J. Shepp

Liaison Canada

Grains Council: C.F. Wilson

Executive Secretary: N.A. O'Connell

Machinery & Equipment Advisory Board: Secretary of the Board:

W.H. Chandler

Textile & Clothing Board: Chairman: Dr. C.A. Annis

DEPUTY MINISTER'S OFFICE

Deputy Minister: J.H. Warren

Executive Assistant: A.A. Lomas

Senior Assistant Deputy Minister (Industry and Trade Development):  
Andrew G. Kniewasser

Executive Assistant: Gilles Morin  
Special Assistant:

Assistant Deputy Minister (Trade and Industrial Policy): Maurice  
Schwarzmann

Executive Assistant: R.A. Kilpatrick

Assistant Deputy Minister (Operations): Robson G. Head

Executive Assistant: J.L. de Lorimier

Assistant Deputy Minister (External Services): T.M. Burns

Executive Assistant: R.E. Wright

Assistant Deputy Minister (Administration): A. Senecal

Office of Economics: General Director: V.J. Macklin

Office of Tourism: General Director: T.R.G. Fletcher

INDUSTRY AND TRADE DEVELOPMENT

Senior Assistant Deputy Minister: Andrew G. Kniewasser

Executive Assistant: Gilles Morin  
Special Assistant:

GRAINS PROGRAM OFFICE

Acting Chief: W.J. O'Connor

OFFICE OF SCIENCE AND TECHNOLOGY

General Director: Sydney Wagner

Special Assistant: M.R.M. Dale

Director (Policy): H.C. Douglas

Director (Scientific): R.K. Brown

Innovation Planning and Evaluation: Chief: D.H.E. Cross

OFFICE OF DESIGN

Acting General Director: J.H. Swann

OFFICE OF PROMOTIONAL SERVICES

General Director: L.J. Rodger

Special Assistant: R.B. Fournier

World Exhibitions Liaison: G.P. O'Keefe

PUBLICITY BRANCH

Director: J.A. Murphy

Deputy Director: K.A. Prittie

Canadian Division: Chief: B.T. McLaughlin

News Services: Manager: R.M. Shaw

French Language Editorial Services: Manager: C. Bruyère

Production Planning Division: Chief: R. Dagenais

Distribution: Mrs. M. Gougeon

International Division: Chief: K.V.D. Gardner

Acting Managing Editor Periodicals: R.T. Waugh



"Canada Courier" Division: Chief: Mrs. A. Armstrong

"Foreign Trade" Division: Chief: Miss O.M. Hill

Graphics Division: Chief: R.H. Williamson

Special Publications Division: Chief: J.K. Purvis

#### INDUSTRY, TRADE AND TRAFFIC SERVICES BRANCH

Director: G.M. Schuthe

Deputy Director: C. Varkaris

Export and Import Permits Division: Chief: S.G. Barkley

Industrial Traffic Services Division: Chief: H.A. Hadskis

Import Analysis Division: Chief: J.G. MacKinnon

Industrial and Trade Enquiries Division: Chief: K.E. Hacker

Directories Section: J.Y. LaFlèche

#### FAIRS AND MISSIONS BRANCH

Director: D.A.W. Olliver

Planning and Programming: C.P. McPherson

Western Hemisphere Division: W.P. Schutte

Eastern Hemisphere Division: R.S. Long

Special Projects Section: B. Choquette

#### EXTERNAL SERVICES

Assistant Deputy Minister: T.M. Burns

Executive Assistant: R.E. Wright

Market Planning: J. W. Webber

E. G. Eeles

Market Development Group: B.C. Steers

PROGRAM OFFICE--EXTERNAL SERVICES

Defence Industry Productivity Program: Chief: J.C.E. Mitchell

Industry Modernization for Defence Exports Projects: Manager:

L.A. Lynch

TRADE COMMISSIONER SERVICE

General Director: H.M. Maddick

Director: W.J. Collett

Finance and Administration: Director: N.W. Boyd

Personnel: Acting Director: R.G. Woolham

Operations and Development: Acting Director: R.M. Dawson

Regional Co-ordinators

Africa and Middle East: R.B. Blake

Asia and Oceania: R.W. Burchill

Europe "A": D.S. McCracken

Europe "B": J.B. McLaren

Latin America & Caribbean: D.I. Ditto

United States: J.E.G. Gibson

INTERNATIONAL DEFENCE PROGRAMS BRANCH

General Director: D.H. Gilchrist

Director: D.J. Janigan

U.S. Market Development Division: Chief: W.E. Grant

Overseas Market Development Division: Chief: F.J. McNaughton  
Project Marketing Division: Chief: F. Dugal  
Market Research and Analysis Division: Chief: P.C. Boire

#### OPERATIONS

Assistant Deputy Minister: Robson G. Head  
Executive Assistant: J.L. de Lorimier

#### PROGRAMS OFFICE--OPERATIONS

Director: G.S. Conger  
General Adjustment Assistance Program: Chief: P.E. Quinn  
IRDIA Program: Chief: D.A. Kellough  
PAIT, IDAP and PEP Programs: Chief: W.R. Graham

#### AEROSPACE, MARINE AND RAIL BRANCH

General Director: J.C. Rutledge  
Industry and Trade Development Programs  
Director: G.E. Hughes-Adams  
Air: Chief: J.L. Harrison  
Marine: Chief: M.J. Colpitts  
Rail and Propulsion: Chief: E.P. Bishop  
Company and Support Programs  
Director: H.R. Foottit  
Aircraft: Chief: H.A. Staneland  
Propulsion, Marine and Rail: Chief: H. Roberts  
Ship Subsidies: Chief: H.K. McIntosh

AGRICULTURE, FISHERIES AND FOOD PRODUCTS BRANCH

General Director: M.J. Heney

Acting Director: A.J. Stanton

Livestock, Meat and Dairy Products Division: Chief:  
L.H. McMillan

Cereals, Bakery and Edible Oils Division: Acting Chief: H.T.  
Armstrong

Fruit, Vegetables and Special Crops Division: Acting  
Chief: S.B. McKenna

Fisheries and Fish Products Division: Chief: A.J.  
Hemming

International Commodities Division: D.H. Burns, H.E.  
Ryan

Programs Division: Chief: W.R. Parkinson

APPAREL AND TEXTILES BRANCH

General Director: A.M. Guerin

Director: L.C. Howey

Fashion Co-ordination: Mrs. D.E.L. Taylor

Programs Division: Head: M. Hersh

Clothing Division: Chief: H. Sherman

Textiles Division: Acting Chief: M. Chapleau

Leather and Footwear Division: Chief: G.A. Dubois

Policy Support Section: Head: N.E. Walker

CHEMICALS BRANCH

General Director: J.J. Tennier

Director: A.M. Tedford

Industrial Chemicals Division: Chief: G.E. McCormack

Plastics and Rubber Division: Chief: A.G. Pinard  
Chemical Specialties Division: Chief: Dr. H.A. Showalter  
Tourist, Hospital and Education Division: Chief:  
G.W.J. Rahm  
Programs Division: Assistant Director: W.D. Dawson

#### ELECTRICAL AND ELECTRONICS BRANCH

General Director: E.A. Booth  
Industry & Trade Development: Director: T.C. Jones  
Electrical Division: Chief: V.E. Tant  
Electronics Division: Chief: C.D. Quarterman  
Consumer Products & Components Division: Chief: P.U.  
Aasgaard  
Special Projects Division: Chief: R. Sangster  
Company Development Programs: Director: G.R. Logan  
Division I: Chief: A.G. Carr  
Division II: Chief: J.R. Mercier  
Division III: Chief: R.J. Burns

#### MACHINERY BRANCH

General Director: J.J. McKennirey  
Acting General Director and Secretary, Machinery Equipment  
Advisory Board: W.H. Chandler  
Director: J.C. Stavert  
Mechanical Products Division: Chief: J.H. O'Connell  
Mechanical Equipment Division: Chief: A. Chipertzak  
Industry Machines and Engineering Services Division:  
Chief: R.C. Wallace  
Machinery Program Analysis Division: Chief: S.A. Radley

General Programs Division: R.K. McGregor

MEAB Secretariat: R.J. Billard

General Analysis and Development: J.P. Reny

#### MATERIALS BRANCH

General Director: R.D. Hindson

Special Assistant: H.W. Pfeffer

Director:

Iron and Steel Division: Chief: D.G. Laplante

Non-Ferrous Metals Division: Chief: S.H. Rochester

Industrial Minerals Division: Chief: R.J. Jones

Construction Division: Chief: J.A. Dawson

Programs Division: Chief: H.E. Wilson

#### MECHANICAL TRANSPORT BRANCH

General Director: C.D. Arthur

Director: T.C. Arnold

Special Projects: K.R. Burgess

Automotive Programs Division: Chief: D.P.W. Wood

Asst. Chief: O.V. Lonmo

Automotive Industries Division: Asst. Chief: W.J. Patrick

Adjustment Assistance Board Secretariat: Acting Secretary: F. Wanko

Agricultural, Construction and Special Vehicles Division:

Chief: D.W.C. McEwan

Asst. Chief: D.M. Izzard

Technological Assistance Division: Chief: R.F. Linden

Asst. Chief: I.G. Lochhead

#### WOOD PRODUCTS BRANCH

General Director: J.R. Midwinter

Director: E.J. Ward

Pulp and Paper Division: Chief: G.C. Campbell

Lumber, Plywood and Panel Products Division: Chief: E.W. Smith

Furniture and Secondary Wood Products Division: Chief: M.N. Murphy

Programs Division: Chief: R.H. McGee

Printing, Publishing and Allied Industries Division: Chief: G.E. Pallant

#### TRADE AND INDUSTRIAL POLICY

Assistant Deputy Minister: Maurice Schwarzmann

Executive Assistant: R.A. Kilpatrick

#### OFFICE OF AREA RELATIONS

General Director: R.E. Latimer

Policy Planning Division: Director: J.H. Stone

#### WESTERN HEMISPHERE AFFAIRS BRANCH

Director: G.W. Green

United States Division: Chief: C.J. Kelly

Latin America Division: Chief: N.R. Cumming

Caribbean Division:

#### EUROPEAN AFFAIRS BRANCH

Director: A.W.A. Lane

Britain Division: G.R. Gough

EEC Enlargement Task Force: Chief: G. Elliott

Western Europe Division: Chief: B.S. Shapiro

Eastern Europe Division: Chief: R.F. Turcotte

PACIFIC, ASIA, AFRICA AFFAIRS BRANCH

Director: F.R. Petrie

Pacific Division: Chief: J.L. MacNeil

Asia Division: Chief: J.B. O'Neill

Africa Division: Chief: C.L. Bland

OFFICE OF GENERAL RELATIONS

General Director: M.G. Clark

GENERAL TRADE POLICY BRANCH

Director: W.M. Miner

GATT Division: Chief: R.D. Gualtieri

UNCTAD-OECD Division: Chief: A.R. Porter

Special Trade Activities Division: Chief: A.L. Halliday

COMMODITY TRADE POLICY BRANCH

Acting Director: L. Houzer

International Resources Division: Acting Chief: G.R. Ritchie

Agriculture Division: Chief: E.W. Stewart

Commodity Agreements Division: Chief: E.W. Stewart

INTERNATIONAL FINANCING BRANCH

Director: A.R. Hollbach



Financial Institutions Division: Chief: A.R. MacMillan

International Development & Aid Division: Chief: R.  
Campbell Smith

Commodity Financing Division: Acting Chief: G. Hazen

OFFICE OF INDUSTRIAL POLICY ADVISER

General Director: L.F. Drahotsky

Industrial Policy Division: Chief: J.M. Belanger

Programs Division: Chief: B.S. Barewal

OFFICE OF SPECIAL IMPORT POLICY

Special Adviser to the Assistant Deputy Minister (Trade and Industrial Policy): Campbell Stuart

ADMINISTRATION

Assistant Deputy Minister: A. Senecal

PERSONNEL BRANCH

General Director: E.J. Fitzpatrick

FINANCIAL SERVICES BRANCH

General Director: W.R. Teschke

Financial Analysis Director: J.G. Sheldrick

Comptroller: R.L. Gibbs

Financial Audit Director: J.J. Power

PROFESSIONAL AND ADMINISTRATIVE SERVICES BRANCH

General Director: G.V. Tunnoch

PROGRAM PLANNING AND ANALYSIS BRANCH

General Director: I. Craig

OFFICE OF ECONOMICS

General Director: V.J. Macklin

Executive Co-ordinator: T.E. Bocking

GENERAL ANALYSIS BRANCH

Director: C. Schwartz

Canada and United States Division: Acting Chief:  
D.F. McKinley

General Assignments Division: Chief: H.R. Smale

Overseas Analysis Division:

INVESTMENT ANALYSIS BRANCH

Director: J.H. Latimer

Capital Expenditure Division: Chief: A.N. Polianski

Corporation Returns Division: Chief: N.S. Hutchinson

Foreign Investment Division: Chief: R.J. Loosmore

International Companies Division: Chief: T.R. Vout

MARKET ANALYSIS BRANCH

Acting Director: A.C. Kilbank

Special Assistant: A.M. Coll

Manufactured Products Division: Chief: W.G. Gray

Regional Trade Patterns Division: Chief: H.D. Henderson

Resources Commodities Division: Chief: R.J. Konecny

#### PRODUCTIVITY BRANCH

Director: I. Bernolak

Inter-Firm Comparisons Division: Chief: G.G. McLeod

Research and Development Division: L. Turner

Economics of Technology: Consultant: J.G. Snaauw

Consultant Group: R. Gilstorf

#### OFFICE OF TOURISM

General Director: T.R.G. Fletcher

#### TRAVEL INDUSTRY BRANCH

Director: D.C. Bythell

Research & Development Division: Chief: J.W. Gibson

Industry Evaluation Division: Chief: L.C. Munn

#### CANADIAN GOVERNMENT TRAVEL BUREAU

Director: Dan Wallace

Deputy Director: Roland Boire

Offices Abroad: Assistant Director: O. Tiessen

Marketing: Assistant Director: D. Livingstone

Advertising: Manager:

Operations: Manager: M.E. Campeau

Publicity Services: Manager: J.A. Carman

Publications Division: Chief: D.J. Malloy

Travel Trade Relations: Manager: G. Tawse-Smith

Travel Information Services: Acting Chief: D. Jago



Appendix "B"

REGIONAL OFFICES OF THE DEPARTMENT (ON MARCH 31, 1971)

HALIFAX, Nova Scotia

Sir John Thomson Building  
1256 Barrington Street

Regional Manager: D.J. Packman  
(Territory includes Newfoundland)

FREDERICTON, New Brunswick

Eastern Canada Building  
212 Queen Street

Regional Manager: F.D. Grimmer  
(Territory includes P.E.I.)

MONTREAL 128, Quebec

Suite 1700, Commerce House  
1080 Beaver Hall Hill

Regional Manager: J.G. Touchette

TORONTO 111, Ontario

P.O. Box 114  
3001 Toronto-Dominion Centre

Regional Manager: L.H. Ausman

WINNIPEG 1, Manitoba

Suite 1104  
Royal Bank Building  
220 Portage Avenue

Regional Manager: G.A. Gillespie

REGINA, Saskatchewan

Saskatchewan Wheat Pool Building  
Suite 651  
2625 Victoria Street

Regional Manager: G.A. Cooper

EDMONTON 15, Alberta

802 Chancery Hall  
3 Sir Winston Churchill Square

Regional Manager: W. Mackenzie Hall

VANCOUVER 1, British Columbia

2003 Board of Trade Tower  
1177 West Hastings Street

Regional Manager: J.F. Murray

Appendix "C"

LOCATION OF TRADE COMMISSIONER SERVICE POSTS ABROAD  
(ON MARCH 31, 1971)

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Territory	Officers	Address
Argentina--Buenos Aires----- (Territory includes: Paraguay, Uruguay, Falkland Islands)	Commercial Counsellor	Canadian Embassy Casilla de Correo 3898 Suipacha 1111 BUENOS AIRES
Australia----- Sydney (Territory includes: States of New South Wales and Queensland, Capital Territory, Northern Territory and Dependencies)	Commercial Counsellor for Canada	P.O. Box 3952, G.P.O. A.M.P. Building, 21st Floor Circular Quay SYDNEY
Melbourne----- (Territory includes: States of Victoria, South Australia, Western Australia, Tasmania)	Commercial Counsellor for Canada	Princes Gate East Tower 17th Floor 151 Flinders Street MELBOURNE 3000
Canberra----- (The Canberra office handles only those trade enquiries that require liaison with federal government departments and agencies)	Commercial Counsellor	Office of the High Commissioner for Canada Commonwealth Avenue Yarralumla 2600 CANBERRA
Austria--Vienna----- (Territory includes: Albania, Bulgaria, Hungary, Romania)	Commercial Counsellor	Canadian Embassy P.O. Box 190 Dr. Karl Luegerring 10 VIENNA



Territory	Officers	Address
Belgium--Brussels----- (Territory includes: Luxembourg)	Commercial Counsellor	Canadian Embassy rue de la Science, 35 BRUSSELS
Brazil----- Rio de Janeiro	Commercial Secretary	Canadian Embassy Caixa Postal 2164-ZC-00 Edificio Metropol Avenida Presidente Wilson 165 RIO DE JANEIRO
Sao Paulo-----	Consul and Trade Commissioner	Canadian Consulate Caixa Postal 6034 Edificio Scarpa Avenida Paulista, 1765 9 andar SAO PAULO
Britain--London----- (Territory includes: England, Wales, Gibraltar)	Minister (Commercial)	Office of the High Commissioner for Canada One Grosvenor Square LONDON
Scotland--Glasgow----- (Territory includes: Northern Ireland, Scotland)	Trade Commissioner	Cornhill House 144 West George Street GLASGOW
Ceylon--Colombo-----		Commercial Division Office of the High Commissioner for Canada P.O. Box 1006 6 Gregory's Road Cinnamon Gardens COLOMBO

Territory	Officers	Address
Chile--Santiago-----	Commercial Secretary	Canadian Embassy Casilla 771 Edificio Ahumada, 10th Floor SANTIAGO
China, People's Republic of--Peking-----	Commercial Counsellor	Canadian Embassy 16 San Li Tun PEKING
Colombia--Bogota----- (Territory: Ecuador)	Commercial Counsellor	Canadian Embassy Apartado Aereo 53531/2 Calle 58 No. 10-42 BOGOTA
Congo--Kinshasa----- (Territory: Cameroon, Chad, Central African Republic, Gabon, Congo (Brazzaville), Burundi, Rwanda)	Commercial Secretary	Canadian Embassy P.O. Box 8341 KINSHASA
Cuba--Havana-----		Commercial Division Canadian Embassy Gaveta 6125 Calle 30 No. 518 esquina 7 <sup>a</sup> Avenida Miramar HAVANA
Czechoslovakia--Prague-----	Commercial Secretary	Canadian Embassy Chancery, Mickiewiczova 6 PRAGUE
Denmark--Copenhagen----- (Territory: Greenland)	Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN

Territory	Officers	Address
European Communities----- (Territory includes: European Economic Community, European Atomic Energy Community, European Coal and Steel Community)	Deputy Head	Mission of Canada to the European Communities Canadian Embassy rue de la Science, 35 BRUSSELS
France--Paris----- (Territory includes: Algeria, Andorra, Monaco)	Minister-Counsellor (Commercial)	Canadian Embassy 35 Avenue Montaigne PARIS
Germany----- Bonn (Territory includes: States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar, West Berlin)	Commercial Counsellor	Canadian Embassy Friedrich-Wilhelmstrasse 18 BONN
Duesseldorf----- (Territory includes: State of North Rhine-Westphalia)	Consul General and Senior Trade Commissioner	Canadian Consulate General Koenigsallee 82 4 DUESSELDORF 1
Hamburg----- (Territory includes: City states of Bremen and Hamburg, States of Lower Saxony and Schleswig- Holstein)	Consul General	Canadian Consulate General Esplanade 41-47 2000 HAMBURG 36
Greece--Athens-----	Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Avenue ATHENS

Territory	Officers	Address
Guatemala--Guatemala City----- (Territory includes: Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone)	Commercial Secretary	Canadian Embassy Apartado 3A Edificio Etisa Plazuela Espana 7 <sup>a</sup> Avenida 12-19, Zone 9 GUATEMALA CITY
Hong Kong--Hong Kong----- (Territory includes: Cambodia, Macao, Vietnam)	Senior Trade Commissioner	P.O. Box 126 P & O Building, 11th Floor 21-23, Des Voeux Road Central HONG KONG
India--New Delhi----- (Territory includes: Bhutan, Nepal, Sikkim)	Commercial Counsellor	P.O. Box 11 13 Golf Links Road NEW DELHI
Indonesia--Djakarta-----	Commercial Secretary	Canadian Embassy Djalan Budi Kemuliaan No. 6 DJAKARTA
Iran--Tehran-----	Commercial Secretary	Canadian Embassy P.O. Box 1610 Bezrouke Building Corner of Takht Jamshid Avenue and Forsat Street TEHRAN
Ireland--Dublin-----	Commercial Counsellor	Commercial Counsellor for Canada 66 Upper O'Connell Street DUBLIN

Territory	Officers	Address
Israel--Tel Aviv----- (Territory includes: Cyprus)	Commercial Secretary	Canadian Embassy P.O. Box 20140 84 Hahashmoniam Street TEL AVIV
Italy----- Rome (Territory includes: Provinces of Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna. Other countries: Libya, Malta)	Minister-Counsellor (Commercial)	Canadian Embassy Via G.B. De Rossi 27 ROME
Milan----- (Territory includes: Provinces of Emilia-Romagna, Lombardia, Piedimonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta, Friuli-Venezia)	Consul General and Senior Trade Commissioner	Canadian Consulate General C.P. 3977 Via Vittor Pisani 19 MILAN
Ivory Coast--Abidjan----- (Territory includes: Guinea, Liberia, Mali, Mauritania, Niger, Senegal, Upper Volta)	Commercial Secretary	Canadian Embassy P.O. Box 21194 Le General Building Corner Avenue du Commerce et Bottreau-Roussel Plateau ABIDJAN
Jamaica--Kingston----- (Territory includes: Bahamas, British Honduras, Cayman Islands, Turks and Caicos Islands)	Commercial Secretary	Office of the High Commissioner for Canada P.O. Box 1500 Tobago Road Corner Trafalgar Road and Knutsford Boulevard KINGSTON

Territory	Officers	Address
Japan--Tokyo----- (Territory includes: Guam, Korea, Okinawa)	Minister (Commercial)	Embassy of Canada Akasaka Post Office TOKYO
Kenya--Nairobi----- (Territory includes: Ethiopia, Malawi, Somali Republic, Tanzania Uganda, Zambia)	Commercial Secretary	Office of the High Commissioner for Canada P.O. Box 3778 Industrial Promotion Services Building Kimathi Street NAIROBI
Lebanon--Beirut----- (Territory includes: Iraq, Jordan, Kuwait, Republic of Yemen (Aden), Persian Gulf area, Saudi Arabia, Syria, Trucial States, Yemen Arab Republic)	Commercial Counsellor	Canadian Embassy Boîte Postale 2300 Alpha Building Rue Clemenceau BEIRUT
Malaysia--Kuala Lumpur----- (Territory includes: Burma)	Commercial Secretary	Office of the High Commissioner for Canada P.O. Box 990 A.I.A. Building, Ampang Road KUALA LUMPUR
Mexico--Mexico-----	Commercial Counsellor	Canadian Embassy Apartado Postal 5-364 Melchor Ocampo 463 7th Floor MEXICO
Netherlands--The Hague-----	Commercial Counsellor	Canadian Embassy Sophialaan 7 THE HAGUE

Territory	Officers	Address
New Zealand--Wellington----- (Territory includes: Cook Islands, French Oceania, Gilbert and Ellice Islands, Tahiti, Tonga, Western Samoa)	Commercial Counsellor	Office of the High Commissioner for Canada P.O. Box 12-049 Wellington North ICI Building, 3rd Floor Molesworth Street WELLINGTON
Nigeria--Lagos----- (Territory: Dahomey, Gambia, Ghana, Sierra Leone, Togo)	Commercial Secretary	Office of the High Commissioner for Canada P.O. Box 851 Niger House 1/5 Odunlami Street LAGOS
Norway--Oslo----- (Territory includes: Iceland)	Commercial Secretary	Canadian Embassy Postuttak OSLO
Pakistan--Islamabad----- (Territory includes: Afghanistan)	Commercial Secretary	Office of the High Commissioner for Canada Hotel Shahrazed ISLAMABAD
Peru--Lima----- (Territory includes: Bolivia)	Commercial Secretary	Canadian Embassy Casilla 1212 Edificio El Pacifico Corner Avenida Arequipa and Plaza Washington LIMA
Philippines--Manila-----	Consul General and Senior Trade Commissioner	Canadian Consulate General P.O. Box 1825 1414 Roxas Boulevard MANILA

Territory	Officers	Address
Poland--Warsaw-----	Commercial Secretary	Canadian Embassy Matejki 1/5 Srodmiescie WARSAW
Portugal--Lisbon----- (Territory includes: Azores, Cape Verde Islands, Madeira, Portuguese Guinea)	Commercial Counsellor	Canadian Embassy Rua Rosa Araujo, 2-7 7th Floor LISBON
Puerto Rico--Hato Rey----- (Territory includes: Haiti, U.S. Virgin Islands)	Consul and Trade Commissioner	Canadian Consulate 1606 Pan Am Building HATO REY
Singapore--Singapore-----	Commercial Counsellor	Office of the High Commissioner for Canada P.O. Box 845 International Building 11th Floor 360 Orchard Road SINGAPORE
South Africa----- Johannesburg (Territory includes: Provinces of Natal, Orange Free State, Transvaal. Other countries: Angola, Botswana, Comoro Archipelago, Lesotho, Malagasy, Mauritius, Mozambique, Reunion, Swaziland)	Canadian Government Trade Commissioner	P.O. Box 61619 Marshalltown 78 Fox Street JOHANNESBURG
Cape Town----- (Territory includes: Cape Province. Other countries: St. Helena)	Canadian Government Trade Commissioner	P.O. Box 683 African Life Centre, 13th Floor St. George's Street CAPE TOWN



Territory	Officers	Address
Spain--Madrid----- (Territory includes: Provinces outside the peninsula--Balearic Islands, Canary Islands, Spanish Sahara. Other countries: Equatorial Guinea, Morocco)	Commercial Counsellor	Canadian Embassy Apartado 117 Edificio Espana Avenida de Jose Antonio 88 MADRID
Sweden--Stockholm----- (Territory includes: Finland)	Commercial Counsellor	Canadian Embassy P.O. Box 14042 Kungsgatan 24 STOCKHOLM
Switzerland--Berne----- (Territory includes: Liechtenstein, Tunisia)	Commercial Counsellor	Canadian Embassy Kirchenfeldstrasse 88 BERNE
Thailand--Bangkok----- (Territory: Laos)	Commercial Secretary and Consul	Canadian Embassy P.O. Box 2090 Thai Farmers Bank Building 7th Floor 142 Silom Road BANGKOK
Trinidad and Tobago--Port-of-Spain----- (Territory includes: Barbados, French Guiana, Guadeloupe, Guyana, Leeward and Windward Islands, Martinique, Surinam)	Commercial Secretary	Office of the High Commissioner for Canada P.O. Box 1246 Colonial Building 72 South Quay PORT-OF-SPAIN
Turkey--Ankara-----	Commercial Secretary	Canadian Embassy Vali Dr. Resit Caddesi 52 ANKARA

Territory	Officers	Address
United Arab Republic Egypt--Cairo----- (Territory: Sudan)		Commercial Division Canadian Embassy Kasr el Doubara Post Office 6 Sharia Rouston Pasha Garden City CAIRO
U.S.S.R.--Moscow-----	Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW
United Nations New York-----	First Secretary	Permanent Mission of Canada to the United Nations 866 United Nations Plaza Suite 250 NEW YORK
United States	Commercial Counsellor	Canadian Embassy 1746 Massachusetts Avenue, N.W. WASHINGTON
Washington----- (Territory includes: U.S. Government and agencies; international organi- zations with headquarters in Washington)	Commercial Counsellor	Canadian Embassy 1746 Massachusetts Avenue, N.W. WASHINGTON
New York City----- (Territory includes: States of Connecticut, New Jersey (12 northern counties), south New York. Other countries: Bermuda)	Deputy Consul General (Commercial)	Canadian Consulate General 680 Fifth Avenue NEW YORK CITY

Territory	Officers	Address
Boston----- (Territory includes: States of Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. Other countries: St. Pierre and Miquelon)	Consul and Senior Trade Commissioner	Canadian Consulate General 500 Boylston Street BOSTON
Buffalo----- (Territory includes: Upper New York State)	Consul and Trade Commissioner	Canadian Consulate 1400 Main Place 396 Main Street BUFFALO
Chicago----- (Territory includes: States of Illinois, Indiana, Iowa, Missouri, Nebraska, southern Wisconsin)	Consul and Senior Trade Commissioner	Canadian Consulate General 310 South Michigan Avenue Suite 2000 CHICAGO
Cleveland----- (Territory includes: States of Ohio, Kentucky, West Virginia, western Pennsylvania)	Consul and Senior Trade Commissioner	Canadian Consulate Illuminating Building 55 Public Square CLEVELAND
Dallas----- (Territory includes: States of Texas, Arkansas, New Mexico, Oklahoma, Kansas)	Consul and Trade Commissioner	Canadian Consulate 2100 Adolphus Tower 1412 Main Street DALLAS
Detroit----- (Territory includes: States of Michigan and Indiana)	Consul and Trade Commissioner	Canadian Consulate 1920 First Federal Building 1001 Woodward Avenue DETROIT
Los Angeles----- (Territory includes: States of Arizona, California (ten southern counties), Clark County in Nevada)	Consul and Trade Commissioner	Canadian Consulate General 510 West Sixth Street LOS ANGELES

Territory	Officers	Address
Minneapolis----- (Territory includes: States of Minnesota, North Dakota, South Dakota, Montana (east of the Divide), northern Wisconsin, Upper Michigan Peninsula)	-----Consul and Trade Commissioner	Canadian Consulate Chamber of Commerce Building 15 South Fifth Street MINNEAPOLIS
New Orleans----- (Territory includes: States of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee)	-----Consul and Trade Commissioner	Canadian Consulate General 2110 International Trade Mart 2 Canal Street NEW ORLEANS
Philadelphia----- (Territory includes: States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia, District of Columbia)	-----Consul and Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA
San Francisco----- (Territory includes: States of California (except the ten southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah, Wyoming)	-----Consul and Trade Commissioner	Canadian Consulate General One Maritime Plaza Golden Gateway Center SAN FRANCISCO
Seattle----- (Territory includes: States of Alaska, Idaho, Montana, Oregon, Washington)	-----Consul General and Trade Commissioner	Canadian Consulate General 410 Plaza 600 Sixth and Stewart SEATTLE

Territory	Officers	Address
Venezuela--Caracas----- (Territory includes: Netherlands Antilles)	Commercial Counsellor	Canadian Embassy Apartado del Este 62302 Avenida La Estancia No. 10 Ciudad Commercial Tamanaco CARACAS
Yugoslavia--Belgrade-----	Commercial Secretary	Canadian Embassy Proleterskih Brigada 69 BELGRADE

Appendix "D"

CANADIAN GOVERNMENT TRAVEL BUREAU

OFFICES ABROAD (on MARCH 31, 1971)

Eastern United States

General Manager	R.D. Palmer, General Manager Eastern United States Room 1201, 680 Fifth Avenue New York City, NY 10019
Boston	John R. Akin, Manager 263 Plaza The Prudential Center Boston, MA 02199
Cincinnati	Peter J. Fraser, Manager Room 1010, Enquirer Building 617 Vine Street Cincinnati, OH 45202
Cleveland	Manager Winous-Point Building 1250 Euclid Avenue Cleveland, OH 44115
Detroit	Roger A. Cloutier, Manager Book Building 1257-1259 Washington Boulevard Detroit, MI 48226
New York	John M. Harrison, Manager 680 Fifth Avenue New York City, NY 10019
Philadelphia	Courtney B. Chick, Manager 3 Benjamin Franklin Parkway Philadelphia, PA 19102
Pittsburgh	Wayne Mercer, Manager 1001-1003 Jenkins Arcade Liberty and Fifth Avenue Pittsburgh, PA 15222
Rochester	Harold E. Betts, Manager 247 Midtown Plaza Rochester, NY 14604

Washington            John R. Bunt, Manager  
N.A.B. Building  
1771 N Street, Northwest  
Washington, DC 20036

Western United States and Pacific Area

General Manager            A.R. Peers, General Manager  
Western United States and  
Pacific Area  
Suite 2300, Crocker Plaza  
600 Market Street  
San Francisco, CA 94104

Chicago                Don Alexander, Manager  
100 North LaSalle Street  
Chicago, IL 60602

Los Angeles            Charles A. Watt, Manager  
510 West 6th Street  
Los Angeles, CA 90014

Minneapolis            Hector L. Crombie, Manager  
124 South 7th Street  
Northstar Center  
Minneapolis, MN 55402

San Francisco           Dave Moilliet, Manager  
Suite 2300, Crocker Plaza  
600 Market Street  
San Francisco, CA 94104

Seattle                Thomas L. Hill, Manager  
Suite 1117, Plaza 600  
600 Stewart Street  
Seattle, WA 98101

Mexico                Miss Annette Fortier, Manager  
Servicio de Turismo del Canada  
Avenida Morelos 110-905  
Mexico 6, D.F., Mexico

Sydney                Roly B. deGrosbois, Manager  
Fifth Floor  
40 Martin Place  
Sydney, N.S.W., Australia

Tokyo                William R. MacLean, Manager  
Palace Building  
1-1, 1-Chome, Marunouchi  
Chiyoda-ku, Tokyo, Japan

Europe

General Manager

George W. Powell, General Manager  
Europe  
Room 326, Macdonald House  
One Grosvenor Square  
London, W1X 0AB, England

Frankfurt

O. von Finckenstein, Manager  
Kanadisches Fremdenverkehrsamt  
6 Frankfurt, Biebergasse 6-10  
City Center, Frankfurt  
Federal Republic of Germany

The Hague

Peter J. Hann, Manager  
Canadees Nationaal Verkeersbureau  
Kamer 40, Hofweg 3  
The Hague, The Netherlands

London

Francis H. Galipeau, Manager  
19 Cockspur Street  
London, SW1Y 5BP  
England

Paris

Serge Emelyanov, Manager  
Office National du Tourisme Canadien  
4, rue Scribe  
Paris IX, France





Appendix "E"

INTERNATIONAL DEFENCE PROGRAMS BRANCH POSTS ABROAD

Washington Office	P.O. Box 4897, Cleveland Park Station Washington, D.C. 20008
Director and Counsellor (Defence Production):	F.T. Jackman
Dayton Office	MCDDP, Wright Patterson A.F. Base OH 45433
Canadian Liaison Officer (Defence Production):	A.E. Johnston
Los Angeles Office	Defense Contract Administration Services District Room 130, 125 S. Grand Avenue Pasadena, CA 91109
Canadian Field Liaison Officer (Defence Production):	T.J.B. Robinson
Boston Office	ESKZ Building 1618 Stop 27 L.G. Hanscom Field Bedford MA 01730
Canadian Liaison Officer (Defence Production):	J.S. Vincent
Detroit Office	Michigan Army Missile Plant 38111 Van Dyke Avenue Warren MI 48090
Canadian Liaison Officer (Defence Production):	J. Morris
Philadelphia Office	Defense Personnel Support Center 2800 S. 20th Street Philadelphia, PA 19101
Canadian Liaison Officer (Defence Production):	R.J. Rushka
Bonn Office	Canadian Embassy 53 Bonn-Bad Godesberg Friedrich-Wilhelmstrasse 14-18, The Federal Republic of Germany

Counsellor (Defence Production):	T.M. Chell
First Secretary (Defence Production):	R.H. Trepanier
London Office	Office of the High Commissioner One Grosvenor Square London, W1X 0AB, England
Counsellor (Defence Production):	O.W. Bennett
Paris Office	Ambassade de Canada 35 Avenue Montaigne Paris 8 <sup>e</sup> , France
Counsellor (Defence Production):	R.B. Lemay
Brussels Office	Canadian Delegation NATO/OTAN B1110 Brussels, Belgium
Counsellor (Defence Production):	E.A. Coolen
Rome Office	Canadian Embassy Via G.B. de Rossie 27 00161 Rome, Italy
Counsellor (Defence Production):	O.A. Sulzenko
Tehran Office	Canadian Embassy P.O. Box 1610 Bezrouke Building Corner of Takht Jamshid Avenue and Forsat Street Tehran, Iran
First Secretary (Defence Production):	J.C. Currie

Appendix "F"

MINISTER'S ADVISORY COUNCIL

Mr. L.J. Adams  
President  
Avis Transport of Canada Ltd.  
750 Laurentian Boulevard  
Montreal 379, Québec

Mr. D.G. Anderson  
Manager, P.E.I. Potato Marketing Board  
129 Kent Street  
Charlottetown, P.E.I.

Mr. W.M. Auld  
President  
Bristol Aerospace Limited  
International Airport  
Winnipeg, Manitoba

Mr. Lewis H.M. Ayre  
President  
Ayre & Sons Limited  
St. John's, Newfoundland

Mr. Ralph M. Barford  
President  
General Steel Wares Limited  
45 St. Clair Avenue West  
Toronto 195, Ontario

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Président  
Sullivan Mining Group Ltd.  
Suite 2500, Edifice B.C.N.  
500, Place d'Armes  
Montréal 126, Québec

Mr. J.M. Billingsley  
President  
Pacific Truck and Trailer Ltd.  
935 West Third Street  
North Vancouver, British Columbia

Mr. Robert W. Bonner, Q.C.  
Executive Vice-President  
Administration  
MacMillan Bloedel Ltd.  
1075 West Georgia Street  
Vancouver 5, British Columbia

M. Paul Chapdelaine  
Président  
St. Lawrence Cement Co.  
50 ouest, Place Crémazie  
Montréal 351, Québec

Mr. W.J. Cheesman  
President  
Canadian Westinghouse Co. Ltd.  
286 Sanford Avenue North  
P.O. Box 510  
Hamilton, Ontario

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President  
Standard Brands Limited  
550 Sherbrooke Street West  
Montreal 11, Quebec

Mr. J.S. Dewar  
President  
Union Carbide Canada Limited  
123 Eglinton Avenue East  
Toronto 7, Ontario

Mr. Martin A. Eisenhauer  
President  
ABCO Limited  
P.O. Box 2006  
Halifax, Nova Scotia

M. Edouard Fiset  
Fiset, Deschamps & Papanek  
Architectes  
Place du Canada, Suite 1190  
Montréal 101, Québec

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Hoffman-La Roche Ltd.  
1956 Bourdon Street  
Montreal 378, Quebec

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Président  
Les Industries Aird Limitée  
916 est, rue Ontario  
Montréal 132, Québec

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Dean of Faculty of Administrative Studies  
Room 238, Vanier College  
York University  
4700 Keele Street  
Downsview, Ontario

Mr. P. Hedgewick  
President  
I.T.L. Industries Limited  
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Windsor, Ontario

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Chairman & President  
Algoma Steel Corporation  
503 Queen Street East  
Sault Ste. Marie, Ontario

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Chairman & President  
The Toronto Dominion Bank  
P.O. Box 1, Head Office  
Toronto-Dominion Centre  
Toronto 1, Ontario

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Chairman & President  
Canron Limited  
1 Place Ville Marie, Suite 1121  
Montreal, Quebec

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Sussex Manufacturing (1964) Limited  
P.O. Box 1115  
Fredericton, New Brunswick

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President  
Davie Shipbuilding Limited  
759 Victoria Square  
Montreal, Quebec

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Chairman & President  
Chemcell Limited  
800 Dorchester Boulevard West  
Montreal 101, Quebec

Mr. V.O. Marquez  
President  
Northern Electric Co. Ltd.  
1600 Dorchester Boulevard West  
P.O. Box 6123  
Montreal 101, Quebec

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Chairman of the Board  
Trimac Limited  
535 - 7th Avenue S.W.  
Calgary 2, Alberta

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Vice-President  
McCain Foods Limited  
Florenceville, New Brunswick

Mr. R.I. Nelson  
President  
British Columbia Packers Ltd.  
P.O. Box 5000  
Vancouver 3, British Columbia

M. Jean P.W. Ostiguy  
Président  
Morgan, Ostiguy & Hudon Limitée  
500 ouest, rue St-Jacques  
Montréal, Québec

Mr. K.R. Oswell  
Senior Partner  
P.S. Ross & Partners  
200 University Street  
Toronto 1, Ontario

M. Charles Perrault  
Président  
Casavant Frères Limitée  
Case postale 38  
St-Hyacinthe, Québec

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Secretary Treasurer & Director  
Saskatoon Drug & Stationery Co. Ltd.  
P.O. Box 1648  
Saskatoon, Saskatchewan

Mr. G.J. Pollock  
President  
Mannix Co. Limited  
815 Second Street S.W.  
Calgary, Alberta

Mr. Alfred Powis  
President  
Noranda Mines Limited  
44 King Street West, Suite 1700  
Toronto 1, Ontario

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Chairman & Chief Executive Officer  
Ford Motor Company of Canada Ltd.  
The Canadian Road  
Oakville, Ontario

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Spiroll Corporation Limited  
385 Dawson Road  
Winnipeg 6, Manitoba

Mr. Norman C. Simpson  
President  
Acres Limited  
20 Victoria Street  
Toronto 210, Ontario

Mr. Ian D. Sinclair  
President  
Canadian Pacific Railway  
Windsor Station  
Montreal 101, Quebec

Mr. E.K. Turner  
President  
Saskatchewan Wheat Pool  
Wheat Pool Building  
Regina, Saskatchewan

Mr. W.O. Twaits  
Chairman & Chief Executive Officer  
Imperial Oil Limited  
11 St. Clair Avenue West  
Toronto 7, Ontario

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President  
Wood Gundy Securities Limited  
Royal Trust Tower  
P.O. Box 274  
Toronto-Dominion Centre  
Toronto 111, Ontario

Mr. D.G. Willmot  
President  
Molson Industries Limited  
P.O. Box 6015  
Toronto AMF, Ontario

Mr. H.M. Wright  
President  
Wright Engineers Limited  
1101 West Pender Street  
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