



FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

75 UNIVERSITY AVENUE, WATERLOO, ONTARIO, CANADA

TELEPHONE: AREA CODE 519, 744-8141

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Richard K. Taylor

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MORE EXPORTS NECESSARY

BUSINESSMEN ARE WARNED

More exports are necessary if Canada hopes to provide the job opportunities necessary to maintain a healthy economy, the president of the Canadian Export Association has warned.

J. M. McAvity, speaking to the opening session of a 12-week seminar on export management for Ontario businessmen at Waterloo Lutheran University, said:

"The Economic Council of Canada calls for 200,000 every year to maintain our health and you can't count for that on the domestic market alone. We must have increased export, particularly in manufactured goods."

Mr. McAvity said the increasing flow of imported goods must be balanced off if the country is to keep out of financial problems.

"With both the United States and Canada taking steps to restrict the northbound flow of capital on this continent,

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2 ... Exports

there is a constant risk that, one of these years, the capital inflow upon which we are so dependent might not be forthcoming"

The country is continually facing a situation which could dwarf on the country's 1962 experience when the dollar floated wildly, leading to a loss of confidence in the Canadian dollar.

The Montreal man added that "a cooling off on our present overheated economy" could mean that export trade will be needed for the most efficient plant utilization.

"Canada has always been a vigorous trading nation, he told the businessman. But traditionally we have been an importer of manufactured goods and an exporter of raw materials."

He said that Canada must pursue an even more vigorous policy with more emphasis given to exporting manufactured goods.

"Our 1966 exports exceeded \$ 10,000,000,000 which counts for 20 per cent of our national output."

In reviewing some of the factors that will have an important bearing on the country's future export performance, he made these points:

- Above all, our success in the future will depend on our ability to find some formula to match a rising productivity with rising wages;
- Government policies and measures must be strengthened to make this country an increasingly attractive place to produce goods for export.