

improve the position of Canadian industry in relation to its foreign competitors. It is also expected that it will help to create an industrial environment attractive to Canada's best-qualified scientific, technical and managerial personnel.

**Industrial Design.**—The largest project in the field of industrial design launched by the Department to date is Canadian Design '67. Initiated in March 1965 in co-operation with the National Design Council, this program is intended to help Canadian industry take advantage of the excellent business opportunities generated by Canada's centennial celebrations and Expo 67. It offers Canadian designers and manufacturers greater opportunities to provide the thousands of new or unique products required to construct, furnish and equip the numerous buildings for centennial projects and for Expo 67, as well as the giftware and other souvenirs for the millions of visitors who will be in the country during 1967.

The program provides a means for identification of types and volume of products required for centennial year activities and Expo 67, so that this information can be passed on to potential Canadian designers and manufacturers to enable them to meet these needs. A reference guide of well-designed Canadian products, which have been pre-screened by independent design juries, is being compiled. This guide, in catalogue form, is circulated to buyers, architects, engineers, distributors and others and sample products taken from it are being displayed both nationally and internationally.

**Defence Product-Development Assistance.**—Since November 1964, new commitments totalling approximately \$20,000,000 have been made under the Defence Development Assistance Program to foster the growth of a development capability in Canadian industry in support of the Production-Sharing Program. The projects supported under the program to meet present or anticipated requirements of military services of the United States and other allied governments include: the Twin Otter Aircraft Turbinization Project at DeHavilland (Toronto); McGill University's HARP (High Altitude Research Program) (Montreal); the Vehicular Navigational Aid at Aviation Electric (Montreal); Battlefield Sound Ranging at Computing Devices (Ottawa); Airborne Radar Sensors at Marconi (Montreal); Aircraft Systems Trainer at Canadian Aviation Electronics (Montreal); and the OT-4 Stationary Gas Turbine Engine at Orenda (Toronto). For the year ended Mar. 31, 1966, the Government has approved a cash authorization of \$25,000,000 for this program.

**Canadian Government Shipbuilding Procurement Policy.**—Detailed studies carried out by the Department, and concurred in by the Interdepartmental Committee on Shipbuilding, have led to the development of an improved shipbuilding procurement policy. Approved by the Cabinet on July 16, 1965, the new policy has as its objectives reduced cost to the government and increased stability and efficiency in the industry. This policy, which involves procurement on the basis of national tendering wherever possible, embodies a transitional plan of West Coast shipyards because of the special cost structure of the industry in that area.

**Industrial Missions.**—A number of industrial missions to the United States and Europe have been organized. The purpose of these missions is to enable Canadian business men to see at first hand the latest developments that are taking place outside Canada in their particular industries. The information gained is prepared in report form and circulated to Canadian industry so that practical application of new ideas and processes obtained may be of benefit to manufacturers as a whole.