

# Private Planning Association Reports On Canadian Market

MONTREAL (CP) — There is in Canada "a significant and increasing range of products" for which the domestic market is adequate to sustain internationally competitive production, says a report released today by the Private Planning Association of Canada.

Prepared by Dr. P. Edward English, director of research for the association's Canadian trade committee, the report is entitled "Industrial Structure in Canada: An International Competitive Position."

It says the market available to an individual firm depends upon three major considerations. The number of firms which share the market for any particular product, the extent to which the domestic market is supplied by imports, and the degree of access to external markets.

"Evidence accumulated by American scholars indicates that, for the main product lines in the major manufacturing industries, a market the size of the Canadian domestic market is sufficient to support one of more efficient production units."

"It is greater diversity of product that explains why some U.S. plants are much larger," Dr. English feels changes in Canadian and foreign commercial policies are "the most essential means by which Canadian manufacturers might consolidate their gains of recent years." But this might not be easy to achieve.

"Domestic economic conditions must be conducive to adjustment to trade liberalization," he says. "In this connection, efforts to sustain high levels of employment and income are of paramount importance. But a willingness of trading partners to negotiate on terms that have the most economic

meaning for Canada is also required."

The Kennedy round of GATT negotiations, for which initial bargaining positions will be filed in Geneva No. 15, offer an opportunity to achieve 30-per-cent cuts in U.S. tariffs, and perhaps similar cuts in the tariffs of EEC and other advanced countries.

"But Canada is unique in that while her industry structure may require, more than most other countries, the kind of adaptation which substantial

commercial policy changes would encourage and enable, her opportunity for gaining new access to larger markets is more severely circumscribed."

Most other industrialized nations either had larger domestic markets or were in the process of becoming part of a free trade area.

"In effect, Canada is the only country in the North Atlantic group which does not have free access to large regional markets. Furthermore the only feature of the Canadian tariff which partly satisfies this requirement — the Commonwealth preference on Canadian goods entering Britain — is in great danger of erosion."

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