FOR PRESS

AUSTRALIA'S PARTICIPATION AT
E.C.A.F.E. SECOND ASIAN INTERNATIONAL
TRADE FAIR, TEHRAN

(Statement by the Rt. Hon. John McEwen, Deputy Prime Minister and Minister for Trade and Industry)

The Minister for Trade and Industry, Mr. McEwen, said today that he would like to pay a special tribute to Sir Thomas Playford, the former Premier of South Australia, and Lady Playford, who had represented the Commonwealth Government at the recent Second Asian International Trade Fair in Tehran. He said that Sir Thomas' personal efforts at the Fair had been an important factor in making Australia's participation so successful.

Besides conveying the interest of Australia in co-operating in the trade development of countries of the E.C.A.F.E. region, Sir Thomas discussed, with political leaders and officials, Australia's future role in encouraging further industrialisation and economic growth in these countries.

The Fair was sponsored by E.C.A.F.E. and organised by the Government of Iran. The Australian Pavilion of 30,000 square feet was based on a theme of "Co-operation in Development". It featured a National Court which portrayed Australian developments of interest to E.C.A.F.E. countries and an Industrial Display where 43 Australian manufacturers showed their products.

Thirty-nine countries participated in the Fair. They included countries from the E.C.A.F.E. region, as well as countries such as the U.S.A., Britain, Germany, U.S.S.R., Japan, Canada and Italy.

Items sold at the Australian Pavilion during the Fair totalled approximately $300,000 and included galvanised steel sheet, zinc, wool tops, wood working machinery,
industrial boilers, builders' hardware, window louvres and pre-fabricated grain storage silos. Some hundreds of trade enquiries had been received and a number of new agency agreements concluded in a relatively new market for Australia.

Mr. McEwen added, "I would like to thank Sir Thomas and Lady Playford for the part they played on behalf of the Commonwealth in helping to establish an image of Australia as an industrialised country with an important role to play in Asia."

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