

- d) based on the success of its first experience in holding a seminar on countertrade in co-sponsorship with the CEA in April 1982, cooperate in further seminars across Canada;
- e) stimulate Canadian trading houses to be more involved and active in assisting exporters in meeting countertrade demands;
- f) examine carefully means by which exporters can be assisted in identifying proper third party intermediaries to discharge their countertrade obligations. Presently this information is not readily available to exporters and there is a clear need for a well identified source of information to which exporters can refer. The Canadian Commercial Corporation in its 1980 study on countertrade suggested the establishment of a private sector, non-profit organization to advise member firms in negotiating countertrade demands and in selecting appropriate Canadian and foreign trading houses to assist in closing deals. We would suggest External Affairs consider seriously the desirability and feasibility of such a facility; the CEA would be receptive to an approach to assist in setting up a facility of this kind. In this regard, External Affairs would be well advised to study similar existing facilities abroad, such as the Association pour la compensation des échanges commerciaux in France and Evidenzbüro, a countertrade problem-solving non profit organization in Austria and others.

12. We believe that the Canadian government in acknowledging countertrade as a marketing problem and in activating its counselling activities on countertrade would be approved of by the Canadian export community. We also believe that it would not unduly compromise its position vis à vis other industrialised countries in their common goal to limit the extent of countertrade practice as several of these countries including the U.S., have already taken steps to increase the support to their exporters in facing the ever-growing challenge of countertrade.

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