

The Department of External Affairs has estimated that approximately \$600 million of Canadian exports in 1984 involved some form of countertrade. This is equivalent to .5% of total Canadian exports.

We find this figure misleading to a certain extent, since it gives one the impression that countertrade is not that serious an issue for Canada. This may be true for exports to the U.S. and food and raw material exporters. However the \$600 million pertains to exports of capital equipment and services to the Third World. Therefore if your company is pursuing marketing opportunities of this nature, in this area of the world, you must be prepared to deal with countertrade demands.

That is why in 1984 the Canadian Export Association established a countertrade information centre. We felt that it was vitally important to be well informed on how to deal with the countertrade practices of different countries around the world. In this regard, the CEA has developed countertrade profiles on approximately 50 countries and is prepared to provide advice and guidance on the subject to exporters. In addition, we have sponsored, along with the Department of External Affairs, a series of countertrade seminars across Canada, such as the one that you are experiencing today.

I sincerely hope that the information you gain from this seminar will help to better arm your company to deal with the intricacies of countertrade.