

disadvantage when faced with countertrade demands because of their relative unfamiliarity with the requirements and techniques involved, having not been as exposed to countertrade as perhaps some of their foreign competitors. Most Canadian exporters do not know where to turn to dispose of their countertrade obligation as only a few trading houses in Canada appear to have capability in the field and as specialized trading firms abroad may be unknown to them. The CEA would suggest that the Department of External Affairs, as part of its trade development programme, concern itself with seeing that more and better information is made available to Canadian Exporters on countertrade. The Canadian exporter needs to know more about the policies and practices related to countertrade prevailing in specific importing countries so that he is better equipped when seeking export opportunities in those countries, knowing what to expect in terms of countertrade demands and the techniques of negotiation. More importantly, the Canadian exporter must know where to turn, when he is looking for professional assistance on countertrade or seeking a third party intermediary capable to help in discharging his countertrade obligation.

11. We would suggest that External Affairs:

- a) give higher priority to the development of better understanding of the impact which a growing trend towards countertrade will have on Canadian export potential;
- b) as part of its market access information program, develop detailed information on the policies and practices of each country employing countertrade techniques, including the extent of such practices, and have this information readily available to exporters;
- c) produce a practical handbook on countertrade for exporters, which should include a directory of reliable countertrade specialist firms, both the Canadian and international;