

Foreword

Co-sponsored by the Department of External Affairs and the Canadian Export Association, the objective of the seminar was to provide the participants with a better appreciation of the factors leading to the development of corporate trading companies, what range of functions can be performed by them and how to properly plan for their establishment and ensure their success. This was supplemented by a review of global and Canadian countertrade trends, an examination of how a corporate policy and strategy should be developed for coping with countertrade and a review of several Canadian approaches to corporate trading companies and their functions.

This seminar was targetted specifically at exporters of capital goods and services who face countertrade demands most often of all Canadian exporters and are the parties most likely to establish internal trading companies to cope with countertrade and undertake other related trade functions.

An examination of the pre-registration list showed the following breakdown of participants:

Capital goods and services exporters	60
Trading Companies	23
Consultants	23
Government Officials (federal & provincial)	21
Various Associations	12
Banks	6
Universities	6
Lawyers	2
Retailers	1
Other Individuals	4
TOTAL	<u>158</u>

The presence of others demonstrates the diversity of parties interested in the subject area not only from across Canada - Nova Scotia to British Columbia - but from the United States as well. Final registration figures for the seminar totalled 170 participants.