

COUNTERTRADE - A CANADIAN PERSPECTIVE

TABLE OF CONTENTS

	<u>Page</u>
I - Introduction	1
II - Economics of Countertrade	1
III - Growth of Countertrade	2
Countertrade Forces - World	2
Countertrade Forces - Canada	4
IV - Assessment of Existing Canadian Capability in Countertrade	7
Overview	7
CCC Survey	7
East-West Project Survey	8
Willingness of Canadian Firms to Engage in CT	9
Capital Availability	9
In-House Personnel for CT	9
Capability to Handle CT Goods	10
V - Conclusions	12
VI - Recommendation	13

Appendices

- A - Definitions: Forms of Countertrade (CT)
 - 1. Barter
 - 2. Counterpurchase (Parallel Deals)
 - 3. Compensation Trade (Buy-Back)
 - 4. Swap
 - 5. Switch

- B - Examples of Firms
 which have Faced Countertrade Proposals

- C - Canadian Trading Houses with
 International Experience and
 Interest in Countertrade