

To compound the exporter's predicament, any assistance available to him from third-parties, e.g., banks and trading houses, is contingent on these middlemen's ability to make use of their own resources, market positions, and specializations, as well as on the middlemen's perception of risk traditional to their line of business.

Because the entrepreneurial mentality of the trading house is alien to the banker's training, and the banker's attitudes are nowadays often too cautious in supporting the exporter's aims in LDC markets, the exporter himself may be required to develop expertise in structuring export transactions which integrate and reconcile the different risk notions of the traders and bankers with his own, into a commercially viable and bankable project.

While this transaction-tailoring function may avail itself of inputs and the cooperation of outside specialists (e.g., bankers, brokers, consultants), it is, in my opinion best discharged within the exporting firm's own structure because of the complex nature of today's trade and compensatory trade environment.

Indeed, it is important to realize that the nature of today's CAs differs from the barter-like, rigidly structured bilateral trade arrangements of the post-world war 1 and 11 years, which were mostly conducted under government-mandated or abetted agreements.

Unlike then, current CAs involve western multinationals or other exporters with established international experience, market presence, and financial engineering savy, they acquired during almost three decades of