



No. 161

July 10, 1991

## **MARSHALL COHEN APPOINTED CHAIRMAN OF INTERNATIONAL TRADE ADVISORY COMMITTEE**

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced the appointment of Marshall A. "Mickey" Cohen, President and Chief Executive Officer of The Molson Companies Limited, as Chairman of the private-sector International Trade Advisory Committee (ITAC). He succeeds Senator Trevor Eyton, Chairman of Brascan Limited, who has served as ITAC Chairman for the past three years.

"At a time when Canada faces major challenges in terms of trade negotiations and market development, Mickey Cohen brings a wealth of knowledge and experience to the ITAC. This group plays a vital role in the development of Canada's trade policies, for example, in the Multilateral Trade Negotiations and the negotiations towards a North American Free Trade Agreement," Mr. Wilson said.

"I have also asked Mr. Cohen to broaden the scope of ITAC activities to include the examination of competitiveness issues and, in particular, those directly related to international markets and marketing. In addition, I am counting on Mr. Cohen and the ITAC members to play a leadership role in fostering greater public awareness of how important it is for Canada to be active in international trade and competitive on the world scene."

The 40-member ITAC provides for an ongoing two-way flow of information and advice between the Government and the private sector on international trade matters.