

economics, well-suited for the development of new technology and the production of new types of goods. At the same time small enterprises develop more quickly than do big firms."

"What specific advice can you give to Soviet business people who want to work with Canadian businessmen?"

"Above all they should take a good look at how business people in the West think and act. Joint enterprises which are oriented toward the export trade would help people to acquire some knowledge of what exactly it is that the foreign consumer wants to see in a given product, and what he requires in that product. Let your entrepreneurs also study western business principles, to understand what exactly is meant by "cost" and "net income". And most important, they should try to understand how consumer services are organized abroad. It's possible to get to know all of this without even leaving the country.

"We also advise representatives of Canadian firms to study their Soviet partners. Confidence in one another arises from mutual understanding. We should learn languages. In order to strengthen the economic ties between our countries we are also organizing visits to Canada by Soviet managers so that they can study at our institutions and we are working at getting our businessmen to visit the Soviet Union."

Translation produced
by Multilingual
Translation Directorate,
Secretary of State for
Canada

Lesnaya Promyshlennost
March 24, 1990
Page 3 (full text)