

It appeared originally that Canadian exporters grudgingly engaged in it, hoping all the time it was a fad that would soon disappear along with the indebtedness of less developed and newly industrialized countries. History and current developments have demonstrated it to be otherwise and I think Canadian exporters have likewise adapted.

The Canadian countertrade study, designed and conducted by Professor Lawrence Kryzanowski of Concordia University on behalf of the Trading House and Countertrade Division of External Affairs, was an attempt to expand the basic level of knowledge about Canadian countertrade experience, to develop a profile of its growth and to get a feel for how Canadian exporters were coping with it. To stave off the inevitable questions concerning the study's availability, we hope to have the study prepared and ready for release later this summer. All of the participants of this seminar will be forwarded a copy.

I'd like to break down my review of the results of the study into four sections - methodology, statistical findings, qualitative responses and summary. As the study covers much ground, I will focus only on the findings and comments of most interest to you today in order to keep my presentation short and not to put you into a state of relaxation.

Methodology - Briefly, the study's methodology consisted of an extensive questionnaire mailed to 275 major Canadian exporters and 150 trading houses covering all sectors of the Canadian economy.