

cautioned that in order to realize this potential, collective initiatives will have to be undertaken by both government and the private sector in addressing the report's 32 recommendations. In this regard, he was encouraged by the early initiative demonstrated by the private sector in the formation of a new Council of Canadian Export Trading Houses under the auspices of the Canadian Export Association: to provide an accreditation procedure for trading houses; represent their interests at the federal level; and promote the services of the sector to manufacturers and producers. "There is no doubt" said Minister Kelleher "that the formation of the new Council would certainly improve the awareness of trading house capabilities in Canada. It will also assist in overcoming the lingering view that the use of trading houses is a second best approach for selling internationally."

In response to the recommendations the Minister also announced the establishment of a Trading House and Countertrade Division in External Affairs whose first major task will be to coordinate the government's response to the recommendations. These will be presented in a Trading House conference to be held in Ottawa in late spring.

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