

CONTENTS

Presentations:

- 1) Global Overview of Trade and Countertrade
 - M. MacDonald, Director
 - Trading Houses and Countertrade
 - Canadian Export Association
 - Ottawa

- 2) The Canadian Countertrade Study: A Report on its Findings
 - M.J. Reshitnyk, Deputy Director
 - Trading House and Countertrade Section
 - Export Finance, Capital Projects and Trading Houses Division
 - Department of External Affairs
 - Ottawa

- 3) Recent Trends in Corporate Trading Companies: Reasons for Success or Failure
 - Rod Handeland, Consultant
 - San Francisco

- 4) Developing a Corporate Policy and Strategy for Countertrade
 - Dr. Pompiliu Verzariu
 - U.S. Department of Commerce
 - Washington

- 5) The Role of Combustion Engineering Trading Limited (Luncheon Presentation)
 - R. Frankenheimer, President
 - Combustion Engineering Trading Limited
 - Stanford

- 6) Planning for a Corporate Trading Company
 - Gary Duke, Vice-President
 - Westar Mining Limited
 - Vancouver

- 7) Coping with Offsets
 - Phil Cheney, Manager
 - International Liaison
 - Canadian Marconi Company
 - Ottawa

- 8) International Trade and Business Development: Export Consortia and Joint Ventures
 - Tibor Miletics, Vice-President
 - Sogex International
 - Montreal

- 9) Incremental Benefits from a Corporate Trading Company
 - Karsten Westphal, Director of Trading
 - Spar Aerospace Limited
 - Toronto

- 10) Trading Companies for Retailers and Wholesalers
 - Michael Sipos, President
 - C.S.G. International
 - Toronto