



Minister for
International Trade

Ministre du
Commerce extérieur

COMMUNIQUÉ

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SAGIT

The Minister for International Trade, James Kelleher, today announced the appointment of the chairpersons of the Sectoral Advisory Groups on International Trade (SAGIT). The SAGIT will complement the work of the International Trade Advisory Committee (ITAC), whose establishment Mr. Kelleher announced on January 9.

"The SAGIT will be extremely important to the government in providing a sectoral viewpoint," Mr. Kelleher said. "These chairpersons are all experienced business people and I am grateful they have accepted the responsibility to advise and inform the government on all trade matters."

As the ITAC, the SAGIT will report to Mr. Kelleher. The members of the SAGIT will be appointed by the Minister in the next few weeks following consultations with the chairpersons.

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Attached are:

- the list of the SAGIT and their chairpersons;
- biographical notes;
- background information on the international trade advisory committee system.

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SECTORAL ADVISORY GROUPS ON INTERNATIONAL TRADE

LIST OF CHAIRPERSONS

Agriculture, Food and Beverage

Dr. Benoit Lavigne
Agriculture Consultant
Montreal, Quebec

Fish and Fish Products

Mr. Victor L. Young
Chairman and Chief Executive Officer
Fishery Products International Limited
St. John's, Newfoundland

Minerals and Metals

Dr. William James
Chairman, President and Chief Executive Officer
Falconbridge Limited
Toronto, Ontario

Energy Products and Services

Mr. Robert L. Pierce, Q.C.
President
NOVA, An Alberta Corporation
Calgary, Alberta

Chemicals and Petrochemicals

Mr. G. Firman Bentley
Group Vice-President - Basic Petrochemicals
Polysar Limited
Sarnia, Ontario

Forest Products

Mr. Raymond V. Smith
President and Chief Executive Officer
MacMillan Bloedel Limited
Vancouver, British Columbia

Industrial, Marine and Rail Equipment

Mr. Guy B. Champagne
President and Chief Executive Officer
Exeltor Inc.
Bedford, Quebec

Automotive and Aerospace

Mr. Jack Ripley
Chairman of the Board
Allied-Signal Canada Inc.
Mississauga, Ontario

Textiles, Footwear and Leather

Mr. Sandy L. Archibald
Chairman
Britex Limited
Bridgetown, Nova Scotia

Apparel and Fur

Mr. Peter Nygard
Chairman and President
Nygard International
Winnipeg, Manitoba

Consumer and Household Products

Mr. Pierre Lortie
President and Chief Executive Officer
Provigo Inc.
Montreal, Quebec

Communications, Computer Equipment & Services

Mr. Alex Curran
Chairman, President and
Chief Executive Officer
SED Systems Inc.
Saskatoon, Saskatchewan

Financial Services

Mrs. Jalynn H. Bennett
Vice-President - Corporate Development
The Manufacturers Life Insurance Company
Toronto, Ontario

General Services

Dr. Gail Cook
Executive Vice-President
Bennecon Limited Management Consultants
Toronto, Ontario

Arts and Cultural Industries

(To be finalized)

SECTORAL ADVISORY GROUPS ON INTERNATIONAL TRADE

CHAIRPERSONS' BIOGRAPHICAL NOTES

Agriculture, Food and Beverage

Chairman: Dr. Benoit Lavigne
Agriculture Consultant

Born in Gentilly, Quebec, Dr. Lavigne graduated in agricultural economics from the Wisconsin University in 1954. Most of Dr. Lavigne's career has been with the Quebec government with one notable exception from 1962 to 1964 when he was professor and founding-director of the Department of Agricultural Economics of Laval University. From 1966 to 1970, Dr. Lavigne was Associate Deputy Minister in the Quebec Department of Agriculture, and subsequently was appointed President, Régie des marchés agricoles du Québec. During his distinguished career, Dr. Lavigne has been closely involved in the establishment, among other things, of the Livestock Feed Board of Canada and the Canadian Dairy Commission. Dr. Lavigne currently works as an agricultural consultant.

Fish and Fish Products

Chairman: Mr. Victor L. Young
Chairman and Chief Executive Officer
Fishery Products International Limited

A native of St. John's, Newfoundland, Mr. Young studied at Memorial University and the University of Western Ontario. He spent most of his career with the Newfoundland government. Joining the Treasury Board of the Government of Newfoundland in 1968, he was appointed Deputy Minister four years later. In 1976, Mr. Young was appointed Special Advisor to the Premier while retaining his position at Treasury Board. In 1978, he was appointed Chairman of the Hydro Corporate Group and assumed the responsibilities of Chairman and Chief Executive Officer of both Newfoundland and Labrador Hydro and Churchill Falls (Labrador) Corporation. In November 1984, Mr. Young was appointed Chairman and Chief Executive Officer of Fishery Products International Limited, Canada's largest integrated fish harvesting and processing company.

Minerals and Metals

Chairman: Dr. William James
Chairman, President, and Chief
Executive Officer
Falconbridge Limited

Following graduation from McGill University, Dr. James joined Rio Algom Limited as a geologist and miner for two years. Subsequently he became a geologist at Kerr Addison Mines Limited. Between 1961 and 1967, Dr. James worked for James, Buffam & Cooper, and was a Partner of the same firm from 1967 to 1973. For the period 1973-1982, Dr. James was President, Kerr Addison Mines Limited. He was also Executive Vice-President of Noranda Inc. between 1974 and 1982. From 1976 to 1982, he also served as President, Brunswick Mining and Smelting Corp. Ltd. In April 1982, he was appointed President of Falconbridge Limited, and became its Chairman of the Board and Chief Executive Officer in January 1983. Dr. James was elected President of the Mining Association of Canada in May 1984, and is a Director of several companies.

Energy Products and Services

Chairman: Mr. Robert L. Pierce, Q.C.
President
NOVA, An Alberta Corporation

A graduate of the University of Saskatchewan, Mr. Pierce joined NOVA - An Alberta Corporation in July 1973 as Senior Vice-President and Secretary. In May 1974, he was appointed President of Alberta Gas Ethylene Co. Ltd. In July of the same year, he was named Executive Vice-President of NOVA. In April of 1979, Mr. Pierce was appointed President and Chief Executive Officer, Foothills Pipe Lines (Yukon) Ltd. In May 1979, he was named Chairman of Pan-Alberta Gas Ltd. In September 1981, Mr. Pierce added to his responsibilities those of President and Chief Executive Officer of Novacor Chemicals Ltd., to become in June 1984 Chairman and Chief Executive Officer of Novacor and Alberta Gas Ethylene Co. Ltd. In September 1984, he was named Deputy Chairman and Chief Executive Officer of Foothills Pipe Lines (Yukon) Ltd. Mr. Pierce was appointed to his current post of President, NOVA in January 1986. Mr. Pierce is also a Director of a number of other companies.

Chemicals and Petrochemicals

Chairman: Mr. G. Firman Bentley
Group Vice-President - Basic Petrochemicals
Polysar Limited

A graduate of Mount Allison University, Mr. G. Firman Bentley worked with CIJL, the Town of Burlington and with Tuckett Tobacco in various personnel positions. Mr. Bentley joined Polysar Limited in Sarnia, Ontario, as Personnel Manager in 1964 and after a brief period in operations was appointed Director of Personnel for the Corporation in 1968. He then moved to Europe in 1971 as General Manager of Polysar Belgium in Antwerp and in late 1974 was appointed Vice-President, responsible for Polysar's international rubber operations outside North and South America. He returned to Canada in 1978 as Vice President, Rubber Operations, in North and South America; responsible for rubber, Custom Compounding, and resins. Effective January, 1981, Mr. Bentley was appointed Group Vice-President, Global Rubber and Plastics. In June 1985, he was appointed Group Vice President, Basic Petrochemicals. Mr. Bentley is a graduate of the Advanced Management Course at Harvard University. He serves as a Director of the Ontario Waste Management Corp. and is a Director of several of the subsidiaries of Polysar Limited.

Forest Products

Chairman: Mr. Raymond V. Smith
President and Chief Executive Officer
MacMillan Bloedel Limited

With annual sales amounting to over \$2 billion, MacMillan Bloedel Ltd. is one of the largest integrated forest products company in Canada. Mr. Smith is President, CEO and a Director of the Board of MacMillan Bloedel since 1983. He is also Director of several of MacMillan Bloedel's subsidiaries in Canada and abroad. Mr. Smith started his career with the company in 1968 as Manager, Supply Control and Sales Administration. Two years later, he was appointed General Manager - Marketing - Pulp and Paper, and one year later, Vice-President of the same division. In 1973, he was named Vice-President and General Manager - Newsprint, and in 1977, Group Vice-President - Pulp and Paper. In 1979, he was made Senior Vice-President - Pulp and Paper, and the following year President and Chief Operating Officer until 1983 when he was appointed to his current position.

Industrial, Marine and Rail Equipment

Chairman: Mr. Guy B. Champagne
President and Chief Executive Officer
Exeltor Incorporated

From 1954 to 1962, Mr. Champagne was District Manager for the Montreal Regional office of Torrington Canada. In 1962, he was transferred to Paris, France where he opened and managed Torrington France SARL. In 1964, he was transferred to Bedford, Quebec where he served as Assistant General Manager of the Canadian corporation. He was appointed General Manager in 1965, and President and General Manager one year later. In March 1970 until the creation of Exeltor in 1980, he served as Director and President of Harrington, Division of Ingersoll-Rand Canada. In 1980, Mr. Champagne structured a management buy-out of the world-wide operations of the knitting needle division of Torrington/Ingersoll-Rand, which became known as Exeltor Inc. Mr. Champagne is also a Director of Ingersoll-Rand Canada Inc. and of MBS Montreal Bearings Service.

Automotive and Aerospace

Chairman: Mr. Jack Ripley
Chairman of the Board
Allied-Signal Canada Inc.

After graduation from the University of Windsor, Mr. Ripley joined Canadian Fram Limited, later called Bendix Electronics Limited of Chatham, Ontario. Mr. Ripley served as President of Bendix from 1965 to 1983 and then Chairman and CEO of Allied-Signal Canada Limited after the merger of the two companies. Allied-Signal Canada Inc. is an advanced technology company with its primary businesses in aerospace/electronics, automotive and advanced materials, located in Mississauga, Ontario.

Textiles, Footwear and Leather

Chairman: Mr. Sandy L. Archibald
Chairman
Britex Limited

Mr. Archibald was appointed, in July 1985, Chairman of Britex Ltd., a 100% employee-owned manufacturer of specialized elastic fabrics used in the garment, apparel and other industries. Prior to this appointment,

Mr. Archibald served the same company for five years as its President. From 1977 to 1980, he was Managing Director of Britex predecessor company, United Elastic Ltd. Mr. Archibald is on the Executive Committee of the Nova Scotia chapter of the Canadian Manufacturers Association, and one of its former Chairman. He will be joining the National Board of the CMA next June. Mr. Archibald is also President of the Annapolis Valley Affiliated Boards of Trade; Director of the Nova Scotia Voluntary Planning Board; and President of Fundy Ventures Ltd., a Nova Scotia venture capital firm.

Apparel and Fur

Chairman: Mr. Peter Nygard
Chairman and President
Nygard International

In 1966, Mr. Nygard joined the garment industry with Jacob Fashion Ltd. of Winnipeg, and within a year became a full partner and renamed the company Tan Jay Ltd. Three years later, Mr. Nygard bought the company and concentrated on developing North American sales and product expansion to become one of the largest manufacturer and distributor of ladies wear apparel in Canada with offices and factories in Winnipeg. In 1977, Tan Jay expanded into the United States market including a manufacturing site located in Southern California. Today, the company is known as Nygard International and has operations in Winnipeg, Montreal, Vancouver, Toronto, California, New York, the Orient and Europe.

Consumer and Household Products

Chairman: Mr. Pierre Lortie
President and Chief Executive Officer
Provigo Inc.

After graduation with an M.B.A. from the University of Chicago in 1974, Mr. Lortie started his career as Director of Development, Montreal Stock Exchange to become one year later its Vice-President - Development. In 1976-77 Mr. Lortie worked as President, A. Prud'homme & Fils Ltée, Prud'homme Services Ltée, J.S. Parkes. From 1977 until 1981, Mr. Lortie was a Senior Partner with SECOR Inc., and then from 1981 until his appointment in his current position with Provigo Inc., he served as President, the Montreal Stock Exchange. Mr. Lortie is also Chairman, Quebec Committee of the C.D. Howe Research Institute;

member of the Executive Committee and Director, Chamber of Commerce of the Province of Quebec; Chairman of the World Trade Center, Montreal; member of the Executive Committee and Director, Canadian Chamber of Commerce. Mr. Lortie is the author of "Economic Integration and the Law of GATT" 1975. Provigo Inc., is a holding company which engages in the wholesale and retail distribution of food, drug products, general merchandise and sporting goods across Canada and in parts of the United States.

Communications, Computer Equipment & Services

Chairman: Mr. Alex Curran
Chairman, President and
Chief Executive Officer
SED Systems Inc.

Mr. Curran joined SED Systems Inc. in October 1982 as President and Chief Executive Officer. Prior to his appointment to SED, he was employed as Assistant Deputy Minister, Space Program, Department of Communications in Ottawa. Previous to this, he held positions as Assistant Vice-President, Technology Planning, Northern Telecom Canada Limited; President, BNR, Inc.; and was employed in various management positions with Bell-Northern Research Limited. He is a member of several technical societies and has served on senior councils of the Institute of Electrical and Electronics Engineers and of the International Federation of Information Processing Societies. Mr. Curran is a graduate of the Universities of Saskatchewan and Ottawa. SED Systems is one of Canada's senior firms in the business of satellite communications.

Financial Services

Chairman: Mrs. Jalynn H. Bennett
Vice-President - Corporate Development
The Manufacturers Life Insurance Company

A graduate of the University of Toronto, Mrs. Bennett spent most of the last 20 years with The Manufacturers Life Insurance Company starting as Assistant Investment Officer to her current position of Vice-President - Corporate Development. From 1982 to 1985, Mrs. Bennett was Director, Toronto Society of Financial Analysts, and Chairman of its Public Affairs Committee. Since 1983, she is also a Director of St. Mary's Cement Co. Ltd. Mrs. Bennett is a member of the Economic Council of Canada and

Chairman of the Council Advisory Committee on the Financial Services Industry Study and a member of the Council Advisory Committee on the Taxation of Capital Income Study. Mrs. Bennett is also a Member of the Ontario Manpower Commission and of the Ontario Government Task Force on Employment and New Technology.

General Services

Chairman: Dr. Gail Cook
Executive Vice-President
Bennecon Limited Management Consultants

After graduation with a Ph.D. in Economics from the University of Michigan in 1968, Dr. Cook started her career as an academic, teaching economics at the University of Toronto from 1968 to 1974, while being also a Research Associate with the Institute for the Quantitative Analysis of Social and Economic Policy. From 1974 to 1976, Dr. Cook was Director of Research, Canadian Economic Policy Committee, C.D. Howe Research Institute. During this same period, she served as Project Director for a Statistics Canada study on the Economic Role of Women in Canada. In 1977-78, Dr. Cook was Executive Vice-President of the C.D. Howe Research Institute, and between 1979 and her appointment in 1982 as Executive Vice-President of Bennecon Ltd. Management Consultants, she worked as an economic consultant serving as Senior Advisor to the Chairman, Economic Council of Canada in 1979-80.

Arts and Cultural Industries

Chairman: (To be finalized)

BACKGROUND

The International Trade Advisory System

The Policy

The Government is committed to rebuilding the bridges of dialogue and consultation between Ottawa and the rest of Canada. It is looking for collective, and not unilateral effort. It perceives this to be the key to economic renewal and is determined to act on this belief.

Since our economy is heavily dependent on exports, one of the main topics for discussion in this dialogue is international trade.

The Means

The International Trade Advisory System provides a special framework for consultations between government and the private sector. It consists of (a) the International Trade Advisory Committee (ITAC), composed of approximately 40 members, and (b) the Sectoral Advisory Groups on International Trade (SAGIT), which are 15 groups representing sectoral interests. The two structures together form the principal channel by which the government can obtain advice from the private sector and the private sector can talk directly to government on international trade issues.

The ITAC, set up in January 1986, meets four times a year. The SAGIT announced in February 1986, will meet at least quarterly. In announcing the chairpersons of the 15 SAGIT, the Honourable James Kelleher, Minister for International Trade, has put in place this new consultative system.

Members of ITAC, and SAGIT chairpersons, were appointed by the government in consultation with the private sector. The Minister will appoint committee members in consultation with the appropriate chairperson. Both the ITAC and the SAGIT are responsible for setting their own agendas as well as responding to issues on which the Minister seeks advice. All members serve without remuneration.

Members of ITAC serve in their individual capacities but bring to the advisory role their background and expertise from various regions and sectors of Canadian society. ITAC members include persons from business, labour, consumer, cultural, and research groups as well as the academic community. ITAC deals with broad national issues related to international trade access and marketing matters.

Members of SAGIT, on the other hand, have been chosen for their expertise and knowledge in their particular sector. They will speak as representatives of that sector.

Sectoral Advisory Groups in International Trade include the following:

- agriculture, food and beverage
- fish and fish products
- minerals and metals
- energy products and services
- chemicals and petrochemicals
- forest products
- industrial, marine and rail equipment
- automotive and aerospace
- apparel and fur
- textiles, footwear, and leather
- consumer and household products
- communications, computer equipment and services
- financial services
- general services
- arts and cultural industries

International Trade Issues

The Minister for International Trade and the Department of External Affairs are responsible on behalf of the Government for a wide range of policies and programs governing economic and trade relations with other countries. The Minister and the Department are responsible for the administration of legislation governing international trade. These responsibilities are carried out with the purpose of providing the framework for the conduct of Canadian business internationally and assistance to the Canadian private sector in selling their products and services in other countries.

This objective is achieved in a variety of ways including discussions and negotiations with other national governments. The particular issues to be pursued with other governments in multilateral and bilateral fora are determined by what priorities and trade-offs best serve the Canadian economy and particular sectors within the economy. It is of vital importance to the Government to have the benefit at all times of advice and information from the private sector as to their needs, interests and priorities as the basis for determining the policies and programs of the government.

The Government has adopted a National Trade Strategy which reflects a consensus of the private sector and provincial governments. That strategy has three dimensions; firstly, to improve the international competitiveness of the Canadian economy; secondly, to improve access to markets in other countries; and thirdly, to improve the effectiveness of our international marketing efforts. In each of these three dimensions a number of initiatives have been undertaken by the Government over the past year. These initiatives have taken into account informal consultation with the private sector and the provinces. The implementation of the initiatives and consideration of further initiatives will be greatly enhanced by the establishment of the ITAC and SAGIT system for consultation.

A number of steps have been taken to improve international competitiveness, in particular, export financing. Further decisions are pending and other initiatives will be considered.

On access, there are three major areas on which initiatives have been undertaken. The first has been to propose to the United States that we enter into trade negotiations with the purpose of reducing or eliminating existing tariff and non-tariff barriers between the two countries. This initiative has been defined as the pursuit of a comprehensive bilateral trade agreement which would be fully compatible with our multilateral obligations under the GATT. The second major initiative has been to participate with some ninety other countries to obtain a consensus to enter into multilateral trade negotiations to further liberalize trade among all participants. Thirdly, the Government is pursuing a number of bilateral discussions with major trading partners to improve access for Canadian goods and services in those markets. The advice of the ITAC and SAGIT will be of particularly critical importance in the context of any trade negotiations that evolve.

On marketing, the Government has introduced a comprehensive marketing strategy, in consultation with the private sector and the provincial governments. This strategy includes the establishment of export and market share objectives in all markets and the identification of priority opportunities and the means to pursue these opportunities in our major markets covering some 95 per cent of our current exports. A variety of innovations

have been made to rationalize federal/provincial cooperation in pursuing export opportunities and to provide improved service to the private sector.

In all three dimensions of the National Trade Strategy there is a continuing need to ensure that the policies and programs are responding to the needs and priorities as perceived by the private sector and that there is a total team approach to the pursuit of these objectives. The ITAC and SAGIT system provides a comprehensive structure to ensure that the views of the private sector on broad national issues, or particular sector priorities, relating to international trade are discussed with the Government.

The ITAC and SAGIT structure provides the most complete means of consultations ever provided on international trade in Canada. The structure is, however, in addition to the consultation and dialogue that will continue between government and the private sector, both with individual companies and with associations.

The Department of External Affairs

ITAC and SAGIT both report directly to the Minister for International Trade. They will be assisted in their work by the Minister's department through Bob Richardson, Deputy Minister for International Trade and through Dwayne Wright, Senior Advisor and Co-ordinator of the Department of External Affairs' Trade Advisory Committee Secretariat.

The Department of External Affairs is responsible for co-ordinating ITAC and SAGIT meetings and for providing briefings to assist these committees in their deliberations. Arrangements will be made for the SAGIT to work directly with the Trade Negotiations Office in relation to either the Multilateral or Canada/US trade negotiations as they are undertaken.

Senior officials within the Department will be pleased to address the business community to explain the new consultative mechanism and to address trade issues of special interest to different sections of this community.

Conclusions

The Minister strongly urges the private sector to use the consultative mechanism now in place and to make it work to its advantage. Access to expanded markets is the goal. Dialogue will get us there.