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MARSHALL COHEN APPOINTED CHAIRMAN OF INTERNATIONAL TRADE ADVISORY COMMITTEE

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced the appointment of Marshall A. "Mickey" Cohen, President and Chief Executive Officer of The Molson Companies Limited, as Chairman of the private-sector International Trade Advisory Committee (ITAC). He succeeds Senator Trevor Eyton, Chairman of Brascan Limited, who has served as ITAC Chairman for the past three years.

"At a time when Canada faces major challenges in terms of trade negotiations and market development, Mickey Cohen brings a wealth of knowledge and experience to the ITAC. This group plays a vital role in the development of Canada's trade policies, for example, in the Multilateral Trade Negotiations and the negotiations towards a North American Free Trade Agreement," Mr. Wilson said.

"I have also asked Mr. Cohen to broaden the scope of ITAC activities to include the examination of competitiveness issues and, in particular, those directly related to international markets and marketing. In addition, I am counting on Mr. Cohen and the ITAC members to play a leadership role in fostering greater public awareness of how important it is for Canada to be active in international trade and competitive on the world scene."

The 40-member ITAC provides for an ongoing two-way flow of information and advice between the Government and the private sector on international trade matters.

The ITAC complements the 15 Sectoral Advisory Groups on International Trade (SAGITs), which provide in-depth sectoral expertise. Taken together, they cover the full spectrum of Canadian economic activities and comprise more than 200 prominent individuals from the business, labour, environmental, academic, consumer, research and cultural communities. The chairperson of each SAGIT is also a member of the ITAC. (An announcement concerning ITAC membership and SAGIT chairpersons will be made in the near future.)

"I want to express my sincere appreciation to Senator Eyton for the time and energy he devoted to the ITAC over the past three years. It was an extremely challenging period, and we have benefitted greatly from his leadership and advice," Mr. Wilson said.

-30-

For further information, media representatives may contact:

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MARSHALL A. ("MICKEY") COHEN
President and Chief Executive Officer
The Molson Companies Limited

BA (University of Toronto, 1956); LLB (Osgoode Hall Law School, 1960); LLM (York University, 1963); LLD (Honorary) (York University, 1986).

- 1960-1970 Engaged in the private practice of law in Toronto, Ontario, specializing in taxation, commercial law and corporate finance.
- 1970-1985 Served with the Government of Canada as a senior official. Positions included Deputy Minister of Industry Trade and Commerce, Energy Mines and Resources, and Finance.
- 1977-1978 Sabbatical year at the Kennedy School of Government, Harvard University.
- July 1985 Retired from government service.
- October 1985 Appointed President of Olympia & York Enterprises Corporation. This company is the vehicle for the major public investments of the Olympia & York group of companies.
- October 1986 Appointed Chairman of Gulf Canada Resources Limited, part of the Olympia & York group.
- October 1988 Retired from Olympia & York and associated companies.
- November 1988 Appointed President & Chief Executive Officer, The Molson Companies Limited.

Corporate Boards

Mr. Cohen is a Director of the following public companies:

The Molson Companies Limited
Abitibi-Price Inc.
American Barrick Resources Corporation
American Insurance Group (International Advisory Board)
The Consumers' Gas Company Ltd.
Groupe Val Royal Inc.
Gulf Canada Resources Limited
GW Utilities Limited
Trilon Financial Corporation
Trizec Corporation Ltd.

Non-profit Boards

Mr. Cohen is Chairman of the Ontario Centre for International Business and is a Director of the following non-profit boards:

Business Council on National Issues (member of the Policy Committee and Co-chairman of the Committee on the Global Economy)
C.D. Howe Institute (member of the Executive Committee)
Investment Dealers Association of Canada (Public Director)
Junior Achievement of Canada
York University (Governor)

International Organizations

Mr. Cohen is a member of the following international organizations:

The British-North American Committee (member of the Executive Committee)
The Center for Strategic and International Studies (International Councillor)
The Trilateral Commission

Advisory Councils

Mr. Cohen is Chairman of the Advisory Council of the Faculty of Administrative Studies at York University and is a member of the following advisory councils:

Baycrest Centre for Geriatric Care
Mount Sinai Hospital

Government Advisory Councils

Mr. Cohen is Chairman of the International Trade Advisory Committee, Government of Canada