

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
Commerce  
extérieur

No. 101

May 5, 1989.

## GOVERNMENT EXPANDS CENTRES FOR INTERNATIONAL BUSINESS STUDIES PROGRAM

International Trade Minister John C. Crosbie announced today that the Government is expanding its Centres for International Business Studies (CIBS) Program. Three new Centres will be established in Canadian universities and funding will be increased for the five existing centres.

As announced by Prime Minister Mulroney in December 1988, one of these new centres, The Centre for Trade Policy and Law, is being established in Ottawa. Minister Crosbie will deliver the keynote address to the inaugural conference of the Centre today. Mr. Crosbie noted that one of the greatest challenges Canadians face is "... the challenge of developing an outward-looking trading culture, where the knowledge and expertise of Canadians matches the importance of international trade to our economy. This Centre will encourage serious research in Canadian trade policy, teach trade policy and encourage its teaching elsewhere."

The Centre located in Ottawa is unique in that it is a cooperative initiative of both Carleton University and the University of Ottawa and it will focus on trade policy and trade law rather than international marketing. The Centre will offer courses, lectures and seminars in international trade policy and law to full-time students, especially graduate students, as well as to members of the business community who wish to participate in continuing education programs.

The Honourable Don Mazankowski, Deputy Prime Minister, will officially open a second new Centre which will be located at the University of Alberta, in Edmonton. A third centre is being established at the University of Saskatchewan, in Saskatoon.

In addition, to the creation of the three new Centres each of the five existing Centres will have their annual grant increased to \$100,000. These Centres are located at Dalhousie University (Halifax, Nova Scotia), the Ecole des Hautes Etudes Commerciales (Montreal, Quebec), the University of Western Ontario (London,

.../2

Ontario), the University of Manitoba (Winnipeg, Manitoba), and the University of British Columbia (Vancouver, British Columbia).

Minister Crosbie also announced that funds will be made available for special projects in the field of international business studies at Canadian universities where no Centre has been established.

Mr. Crosbie stated, "The Global trading environment is rapidly changing due to the Canada-U.S. Free Trade Agreement, the integration of Europe in 1992 and the emergence of the dynamic economies of the Asia-Pacific region. More than ever, Canada needs entrepreneurs and business people who are knowledgeable and skilled in the field of international business and trade." The Minister emphasized, " A key step in building a dynamic trading culture in Canada is expanding the Government's international business studies program in our universities."

Initiated in 1974, the Centres for International Business Studies Program prepares university students for management positions in export industries, and supports research and other activities required to keep Canadian businesses aware of the latest developments in international business skills and knowledge.

Minister Crosbie noted that these latest CIBS initiatives are consistent with the recommendation of the Corporate/Higher Education Forum, an independent group composed of senior corporate and academic representatives, which recently called for increased business, government and academic support for the study and teaching of international business skills and knowledge.

For further information contact:

Abbie Dann  
Media Relations Office  
External Affairs  
(613) 995 - 1874

D.C. Knowles  
International Trade Centres and Regional Operations  
External Affairs  
(613) 996 - 7104