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SPECIAL TO COMMUNITY PAPERS

Laurier joins York, Toronto to form  
Centre of International Business

wilfrid Laurier University will join with York University and the University of Toronto to form the Ontario Centre of International Business, and will share a provincial start-up grant of \$6 million.

The announcement was made in Toronto by Lyn McLeod, minister of colleges and universities, who said the new institution will provide Ontario with "a centre of excellence" for research, education, and public policy in international trade, business and marketing.

And Monte Kwinter, minister of industry, trade and technology, said "the centre should enhance trade opportunities for the province's business and industrial sectors."

McLeod said Laurier will have responsibilities in import-export development as part of the new centre.

An enhanced MBA program at York will offer training in foreign languages, and social political systems, and a program in international business and trade law will be located at the University of Toronto.

The centre will provide executives and managers of Ontario businesses with an opportunity to become more effective in the international marketplace. Laurier has offered courses in this area for more than 20 years.

Seminars and lecture programs will be offered jointly with the Ontario government for government-sponsored trade missions. And students, particularly those at the MBA level, will have an opportunity to receive training in foreign languages, cultures, values, and legal systems.

In addition, the centre will provide consultation and policy advice to the provincial government, businesses, and industries seeking to improve their performance or establish a presence in overseas markets.

Proposals for the new centre were submitted to the government by 12 post-secondary institutions. Chairing the panel which selected the three universities was Frank Petrie, president of the Canadian Export Association. He is the former assistant undersecretary of state for external affairs.