



# NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

**WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY**

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Attention: Business Editors

For Immediate Release

## EMERGING NATIONS FORM

## MARKET FOR CANADIAN EXPORTS

A leading Canadian economist told a group of Canadian businessmen here last night that the world's emerging nations constitute a whole new market for Canadian firms alert enough to develop it.

The advice came from John R. Downs of Ottawa, on staff of the Economic Council of Canada, here to address the opening lecture series on export management at Waterloo Lutheran University.

Mr. Downs said these new nations have adopted a general philosophy of economic growth objectives, and have turned to the west for capital, technology and for various forms of assistance.

"They constitute at the present time an important market, particularly for capital equipment," Mr. Downs told the businessmen, gathered here from Montreal, Toronto, Hamilton, London, Ont., and other centres.

"Success in achieving their economic objectives would create the gravest problems for both the poor countries and the rich countries. Trade will clearly play an important role in achieving the progress that the world must have in this area."

The Ottawa economist said there are many institutions designed to promote mutual objectives of economic development, such as the world Bank and the regional commissions of the United Nations.

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"In this field also, bilateral contacts between rich and poor countries have important effects on the pattern of trade."

Turning to other regions, Mr. Downs said the emergence since the war of communist nations in Eastern Europe and China, together with Russia, open other avenues of trade within limits. "These countries do recognize the advantages of international trade and are prepared to participate."

In an earlier interview, the economist said predictions made by his division show that Canada should enjoy an annual increase of 5.3 per cent in export trade until 1970, beyond which calculations have not yet been made.

"In 1964, these were greatly exceeded, when the actual growth of export trade was 17 per cent. While figures are not known yet for 1965, the rate will be in excess of five per cent, a great reduction from the year before."

The growth in 1964 was exceptional and unexpected, he said, and was based to a large extent on the large sales of wheat to China.

What advice has Mr. Downs for Canadian firms contemplating entering the export field?

"I would say that the manufacturer should qualify himself by learning all he can about conditions, from government and private agencies and by keeping up to date in this changing, demanding and yet rewarding field."

The 12 week course continues each Tuesday night with lectures dealing with various aspects of export trade, including case studies of penetration of the United States, European and Latin America.

The final lecture, on April 5, will be delivered by James McAvity of Montreal, who will discuss "The Export Challenge." Each lecture is followed by an informal question period.