



FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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Attention: Business Editors
For Immediate Release

MORE CANADIAN BUSINESSMEN

WILL BECOME EXPORT MINDED

A group of Canadian businessmen attending an export management course at Waterloo Lutheran University were told that they may soon be compelled to become more internationally minded in their business pursuits.

The speaker, D. S. Armstrong of Ottawa, a special assistant in the Department of Trade and Commerce, added:

"In the new trading world, just around the corner, exporting can be the key. It can improve a firm's position in the Canadian domestic market by contributing to lower per-unit costs overall. It can broaden a firm's sales base by giving it a bigger marketing area."

Mr. Armstrong, soon to be posted to Sweden for one of his regular tours of duty in the field, said it ultimately is the task of the Canadian businessmen -- like those attending the WLU course -- to meet the new challenges.

"The very circumstances which spell change in the world trading environment today will compel our businessmen to further effort. We are moving into an era when business must become internationally-minded to stay competitive."

"Canada's prosperity will require more interest and participation in exporting, more practiced and skilful international marketing, more expert and sophisticated international business management."

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The Ottawa official said his department existed to help Canadian businessmen to successfully enter the field of foreign trade, thus ensuring the country's national well being.

"Naturally, under our economic and political system, we, as a department of government, sell nothing ourselves. The decision to export at all, like the decision to make a specific sale, is peculiarly that of the businessman."

But the department can save the potential exporter time and money, he added, because of its accumulated knowledge and facilities. And Canada attempts to provide a service appropriate to its needs.

"For example, we are one of the few major trading nations which maintains a foreign trade service distinct from its foreign political service.

"The explanation lies in the belief of the government that foreign trade is of such importance to Canadian prosperity that it merits the continuous attention of a cadre of specialists who will be occupied with trade promotion all their working careers abroad."

And Mr. Armstrong gave this thumbnail view of Canada's trade officials as summed up recently by a businessman; If you want political assessments, go to the British; if you want statistics, go to the Americans; if you want help, go to the Canadians.

Mr. Armstrong was one of several business and government officials addressing this seminar session, one of 12 to be conducted in Export Management by Waterloo Lutheran University.

The others speaking last night were F. W. Wilson of the department of economics and development for Ontario; W. D. H. Frechette of Toronto, of the Canadian Manufacturers Association; and H. R. Shaver, export manager for the Canada Malting Company Limited, Toronto.