



NEWS

FROM WATERLOO LUTHERAN UNIVERSITY

JANUARY 6, 1962

IMMEDIATE RELEASE

MINISTER OF TRADE: AND COMMERCE TO LAUNCH INTERNATIONAL BUSINESS
MANAGEMENT COURSE

DR. HERMAN O. J. OVERGAARD, HEAD OF THE DEPARTMENT OF ECONOMICS AND BUSINESS ADMINISTRATION AT WATERLOO UNIVERSITY COLLEGE, HAS ANNOUNCED THAT HIS DEPARTMENT WILL PRESENT A THIRTEEN WEEK UNIVERSITY COURSE DEVOTED TO INTERNATIONAL BUSINESS MANAGEMENT. THE COURSE IS KNOWN AS BUSINESS 491A AND IT INVOLVES THE WHOLE RANGE OF MANAGEMENT, RESPONSIBILITIES IN MARKETING, PRODUCTION PLANNING, PERSONNEL SELECTION AND FINANCE IN INTERNATIONAL TRADE.

THE OPENING LECTURE WILL BE GIVEN AT 7:30 P.M. ON JANUARY 15TH BY THE HON. GEORGE H. HEES, MINISTER OF TRADE AND COMMERCE. THE COURSE OUTLINE WAS DEVELOPED IN CLOSE CO-OPERATION WITH THE DEPARTMENT OF TRADE AND COMMERCE IN OTTAWA AND THE SUBJECT MATTER IS AIMED AT STIMULATING AND INFORMING MIDDLE AND SENIOR BUSINESS EXECUTIVES WHO ARE NOW DIRECTING THEIR ATTENTION TO FOREIGN TRADE OPPORTUNITIES.

AMONG THE DISTINGUISHED CANADIAN BUSINESS LEADERS WHO WILL TRAVEL TO WATERLOO LUTHERAN UNIVERSITY (WATERLOO UNIVERSITY COLLEGE IS THE ARTS FACULTY OF WATERLOO LUTHERAN UNIVERSITY) ARE: MR. HUGH AITKEN, PRESIDENT, EXPORT CREDITS INSURANCE CORPORATION; MR. H. DUKE SCOTT, GENERAL MANAGER, EXPORT FINANCE CORPORATION OF CANADA LTD.; OR. ALEXANDER N. M CLEOD, CHIEF ECONOMIST, THE TORONTO-DOMINION BANK;

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BUSINESS MANAGEMENT COURSE

DR. R.D.L. KINSMAN, VICE-PRESIDENT, ALCAN INTERNATIONAL LTD., DR. R. M. ADAMS, CHIEF, LABOUR-MANAGEMENT DIVISION, ECONOMICS AND RESEARCH BRANCH, DEPT. OF LABOUR IN OTTAWA; MR. A.P. JEWETT, VICE-PRESIDENT, ABITIBI POWER AND PAPER COMPANY LTD.; MR. RUSSELL BELL, ASSISTANT RESEARCH DIRECTOR, CANADIAN LABOR CONGRESS; MR. RONALD B. MACPHERSON, ECONOMIST, DU PONT OF CANADA LTD.; MR. H. VALLE, VICE-PRESIDENT OF MARKETING, MONTREAL LOCOMOTIVE WORKS; MR. A.A. THORNBROUGH, PRESIDENT, MASSEY-FERGUSON LTD.; MR. J. H. WARREN, ASSISTANT DEPUTY MINISTER OF TRADE AND COMMERCE IN OTTAWA; MR. DAVID H. POLLOCK, CHIEF, UNITED NATIONS ECONOMIC COMMISSION FOR LATIN AMERICA, WASHINGTON OFFICE; MR. JOHN D. CAMPBELL, PRESIDENT, CANADIAN WESTINGHOUSE COMPANY, LTD.

DURING THE COURSE THE HARD-SELL TECHNIQUES REQUIRED IN TODAY'S EXPORT MARKETS WILL BE REVIEWED AS THEY APPLY TO PRIMARY GOODS, CAPITAL GOODS AND SECONDARY INDUSTRIES. LABOUR COSTS AND HOW THEY AFFECT INTERNATIONAL TRADE WILL BE HIGHLIGHTED IN THE SEMINARS BY AN OFFICIAL OF THE DEPARTMENT OF LABOUR, GOVERNMENT OF CANADA, AND A DIRECTOR OF THE CANADIAN LABOUR CONGRESS. THREE SPEAKERS WILL POINT OUT VARIOUS ASPECTS OF THE FINANCING OF INTERNATIONAL TRADE AND THE BASIS OF TRADE AGREEMENTS WILL RECEIVE CONSIDERABLE ATTENTION IN THE THIRTEEN-WEEK PROGRAM. AN ENTIRE EVENING WILL BE GIVEN TO THE PROSPECTS FOR EXPANSION OF CANADIAN TRADE WITH EUROPE. A SUBSEQUENT EVENING WILL BE GIVEN TO THE LATIN-AMERICAN FREE TRADE AREA, AND ITS SIGNIFICANCE FOR CANADIAN TRADE AND INVESTMENT DECISIONS. ONE SESSION WILL ALSO INCLUDE A DISCUSSION OF THE SIGNIFICANCE OF TRADING BLOCKS FOR CANADIAN FOREIGN TRADE.