



NEWS

FROM WATERLOO LUTHERAN UNIVERSITY

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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BRENT TAKE I

LOWER TARIFF WALLS -- COMMON MARKET PATTERN
RECOMMENDED FOR CANADA BY IBM PRESIDENT

RELEASE AT 8 P.M.
MONDAY, MARCH II

"LOWER OUR TARIFF WALLS, ---FOLLOW THE COURSE SUGGESTED BY THE EUROPEAN ECONOMIC COMMUNITY AND ACHIEVE BROADER MARKETS," WAS THE ADVICE GIVEN TO CANADIANS LAST NIGHT (MONDAY) BY JOHN E. BRENT, PRESIDENT OF INTERNATIONAL BUSINESS MACHINES IN CANADA, AT THE INTERNATIONAL BUSINESS MANAGEMENT LECTURE SERIES AT WATERLOO LUTHERAN UNIVERSITY.

A FORMER STUDENT OF WATERLOO UNIVERSITY COLLEGE, BRENT SAID THAT "IF WE WERE TO CONTINUE OUR PROTECTIVE TRADITIONS AND BUILD A HIGHER AND HIGHER TARIFF WALL AROUND CANADA, WE WOULD BECOME LESS AND LESS EFFICIENT INDUSTRIALLY AND EVENTUALLY LOSE OUR POSITION AMONG THE WELL-TO-DO COUNTRIES OF THE WORLD."

"PROBABLY THE MOST PROMISING AVENUE OF PROGRESS -- AT LEAST IN THE IMMEDIATE FUTURE," BRENT SAID, "LIES THROUGH THE NEW UNITED STATES TRADE EXPANSION ACT."

THE SPEAKER SAID THAT ACT -- WHICH HE DESCRIBED AS "HISTORIC AMERICAN INITIATIVE ON BEHALF OF FREE TRADE -- PROVIDES FOR THE NEGOTIATION OF DRASTIC REDUCTIONS IN U.S. TARIFFS AND, IN SOME CASES, THEIR COMPLETE ELIMINATION. HE NOTED TOO THAT IT PROVIDES THROUGH THE MOST FAVOURED NATION APPROACH, THAT ANY TARIFF CUTS NEGOTIATED WOULD BE APPLIED MULTILATERALLY.

"UNFORTUNATELY," HE SAID, "AN IMPORTANT SEGMENT OF THE ACT WILL BE LARGELY INEFFECTIVE UNLESS GREAT BRITAIN FINDS SOME WAY OF JOINING THE COMMON MARKET."

--MORE--

BRENT....TAKE 2

NOTING AMERICAN PRESIDENT JOHN F. KENNEDY'S STATEMENT ABOUT THE TRADE EXPANSION ACT AS A MEANS OF "STRENGTHENING TIES...AND EXPANDING TRADE," BRANT SAID THAT THE NEW AMERICAN ACT HAS AMONG ITS OBJECTIVES THE PROVISION OF GREATER OPPORTUNITIES FOR CANADIAN TRADE.

"BUT WE WILL NOT GAIN THESE WIDER OPPORTUNITIES AUTOMATICALLY," HE SAID. "IT WILL REQUIRE A MUCH MORE ACTIVE RESPONSE ON OUR PART THAN HAS BEEN DEMONSTRATED TO DATE BY THE CANADIAN GOVERNMENT. WE WILL HAVE TO GET INTO THE MIDDLE OF THE NEGOTIATIONS, NOT JUST STAND ON THE OUTSIDE LOOKING IN. NOR CAN WE EXPECT TO OBTAIN A FREE RIDE. WE WILL HAVE TO BE READY TO OFFER TARIFF CONCESSIONS ON OUR OWN. FREER TRADE MUST BE A TWO-WAY STREET. IT CANNOT BE REGARDED AS A MEANS OF GETTING INTO OTHER COUNTRIES' MARKETS WHILE KEEPING THEM OUT OF OURS. AT THE SAME TIME WE MUST PREPARE OURSELVES INTERNALLY TO TAKE MAXIMUM ADVANTAGE OF TARIFF REDUCTIONS AND TO MAKE PROVISIONS TO OFFSET DAMAGING SHORT-TERM EFFECTS."

BRENT RECOMMENDED A RE-EVALUATION OF CANADIAN INDUSTRIAL PATTERNS, BEGINNING WITH SECONDARY INDUSTRY. MERGERS AND CO-OPERATIVE ARRANGEMENTS MUST BE CONSIDERED.

"WE REQUIRE A REASSESSMENT OF OUR PRESENT ATTITUDE TOWARD BUSINESS CONCENTRATION," HE SAID. "SUCH CONCENTRATION, I BELIEVE, WOULD NOT BE DETRIMENTAL SO LONG AS ITS EFFECTS WERE OFFSET BY INCREASED FOREIGN COMPETITION RESULTING FROM LOWER TARIFFS....A FURTHER IMPORTANT AVENUE OF ADJUSTMENT COULD BE THROUGH INDUSTRY SPECIALIZATION.