



# NEWS

FROM WATERLOO LUTHERAN UNIVERSITY

WATERLOO UNIVERSITY COLLEGE — WATERLOO LUTHERAN SEMINARY

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USE THE GOVERNMENT'S EXPORT SERVICES  
TRADE OFFICIAL URGES

"NOWHERE DOES BUSINESS GET A BETTER RETURN ON ITS TAX DOLLAR THAN THROUGH THE SERVICES RENDERED BY THE DEPARTMENT OF TRADE AND COMMERCE," DECLARED ARNOLD M. TEDFORD, DIRECTOR OF THE COMMODITIES BRANCH, DEPARTMENT OF TRADE AND COMMERCE, IN AN ADDRESS LAST NIGHT (MONDAY) AT WATERLOO LUTHERAN UNIVERSITY, WATERLOO, ONTARIO.

"IN OUR CONTACT WITH THE BUSINESS COMMUNITY," TEDFORD SAID, "WE HAVE FOUND THAT MANY FIRMS HAVE LITTLE OR NO KNOWLEDGE OF THE SERVICES AVAILABLE FROM THE DEPARTMENT. IT WORKS FULL-TIME FOR CANADIAN BUSINESS."

THE SPEAKER, A 23 YEAR VETERAN WITH TRADE AND COMMERCE, WAS DELIVERING THE FINAL ADDRESS IN A SERIES OF TWELVE AT WLU'S INTERNATIONAL BUSINESS MANAGEMENT COURSE UNDER THE DIRECTION OF PROFESSOR HERMAN OVERGAARD, CHAIRMAN OF THE DEPARTMENT OF ECONOMICS AND BUSINESS ADMINISTRATION.

TEDFORD NAMED THE DEPARTMENT BRANCHES DIRECTLY CONCERNED WITH EXPORT TRADE PROMOTION AS AGRICULTURAL AND FISHERIES, COMMODITIES, INTERNATIONAL TRADE RELATIONS, TRADE COMMISSIONER SERVICES, TRADE FAIRS AND MISSIONS, TRADE SERVICES, AND THE EXPORT CREDITS INSURANCE CORPORATION, A RELATED CROWN COMPANY. PROSPECTIVE EXPORTERS CAN ALSO OBTAIN MUCH VALUABLE INFORMATION FROM THE BANKS, CHAMBERS OF COMMERCE, THE CANADIAN MANUFACTURER'S ASSOCIATION, THE CANADIAN EXPORTER'S ASSOCIATION AND OTHER GROUPS.

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"I WOULD HOPE," HE EMPHASIZED, "THAT A FIRM, BEFORE COMMITTING ITSELF TO INTERNATIONAL TRADE, WOULD INVESTIGATE AND THEN UTILIZE THE MANY FREE FACILITIES AVAILABLE TO ASSIST HIM."

"IT HAS BEEN SAID THAT EXPORT BEGINS AT HOME," THE SPEAKER CONTINUED. "THE TWO COMMODITY BRANCHES, THEREFORE, WITH THEIR TEAM OF SPECIALISTS, ARE INDUSTRY'S FIRST POINT OF CONTACT. NO MATTER WHAT THE PRODUCT MAY BE, THERE IS A SPECIALIST TO SERVE INDUSTRY."

"THE COMMODITY OFFICER WILL VISIT PLANTS, DISCUSS PRODUCTS AND PROBLEMS WITH THE BUSINESSMAN. A MAJOR FUNCTION OF THE COMMODITY OFFICER IS TO ASSIST NEW COMPANIES TO GRASP THE TECHNIQUES OF EXPORT TRADE, AND IN GENERAL, TO PROVIDE COUNSEL AND GUIDANCE ON EXPORT MATTERS."

IN OUTLINING THE FUNCTIONS OF OTHER BRANCHES OF TRADE AND COMMERCE, TEDFORD STRESSED, "THERE IS A WEALTH OF INFORMATION AVAILABLE WITHIN THE DEPARTMENT DEVELOPED THROUGH YEARS OF MAKING EXPORT OUR BUSINESS."

DISCUSSING THE VARIOUS METHODS OF SELLING ABROAD, THE DIRECT OR THE INDIRECT APPROACH, TEDFORD FAVOURED THE FORMER AS IT GAVE THE MANUFACTURER MORE FLEXIBILITY. "THE DIRECT APPROACH WILL ALSO CREATE GOODWILL, AND WILL RESULT IN A GREATER DEGREE OF UNDERSTANDING AND CO-OPERATION BETWEEN THE AGENT AND THE MANUFACTURER. ABOVE ALL, THIS METHOD CAN CREATE A MUCH BETTER IMAGE OF THE CANADIAN MANUFACTURER BOTH AT HOME AND ABROAD."

"PROBABLY THE MOST IMPORTANT LINK IN THE CHAIN OF SUCCESSFUL OPERATION IN EXPORT MARKET IS THE CHOICE OF AN AGENT. IT IS IMPERATIVE THAT THE MANUFACTURER SECURE THE BEST AVAILABLE AGENT. HE SHOULD BE A SPECIALIST IN THE COMMODITIES TO BE HANDLED, AND HAVE SPECIALIZED KNOWLEDGE OF THE MARKETING CONDITIONS INVOLVING THOSE PRODUCTS. IT IS IMPORTANT TO KNOW HOW WELL HE STANDS IN THE TRADE AND WITH GOVERNMENT AUTHORITIES. IN CERTAIN COUNTRIES, THIS IS EXTREMELY IMPORTANT WHERE RESTRICTIONS AND LICENCING REGULATIONS ARE IN EFFECT".

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ONCE AGAIN MR. TEDFORD URGED EXPORTERS TO USE THE FACILITIES OF HIS DEPARTMENT. "WE COULD SECURE," HE SAID, "THROUGH THE TRADE COMMISSIONER, SUGGESTIONS AS TO A NUMBER OF RELIABLE AGENTS FROM WHICH A CHOICE COULD BE MADE."

"AFTER THE CANADIAN BUSINESSMAN HAS DONE HIS HOMEWORK," WHICH INCLUDED STUDYING MARKET POTENTIAL, SOURCES OF SUPPLY, FINANCING, AND PRODUCTION, AND DECIDES TO BECOME AN EXPORTER, MR. TEDFORD EMPHASIZED HE SHOULD, "Go INTO EXPORT TO STAY, AND DO NOT REGARD THE EXPORT FIELD AS AN OUT LET FOR THE DISPOSAL OF SURPLUS PRODUCTION. USE ALL THE FACILITIES AND SOURCES OF INFORMATION AVAILABLE, AND FOLLOW UP MARKET RESEARCH BY PERSONAL VISITS TO THE MARKETS. TRY TO ADAPT THE PRODUCT TO THE TASTES AND NEEDS OF THE MARKET TO BE CULTIVATED."

"PAY STRICT ATTENTION TO CORRESPONDENCE, AND GIVE THE AGENT AND HIS CUSTOMERS THE SAME SERIOUS ATTENTION AS YOU GIVE TO THE DOMESTIC MARKET. LET US NOT FORGET," TEDFORD WARNED, "THAT A DISSATISFIED CUSTOMER ABROAD IS DIFFICULT TO APPEASE AND CAN DAMAGE THE GOOD NAME OF THE EXPORTER AS WELL AS THE GOOD NAME OF CANADA AS AN INTERNATIONAL TRADER. ABOVE ALL DO NOT BE DISCOURAGED, AND DO NOT EXPECT RESULTS TOO SOON. SOMETIMES, IT MAY TAKE A YEAR OR TWO TO BUILD UP A WORTHWHILE BUSINESS."

THE SPEAKER ALSO ASSESSED THE VALUE OF THE MORE THAN 30 TRADE FAIRS AND SAMPLE SHOWS HELD BY HIS DEPARTMENT DURING THE PAST YEAR, AND LISTED SOME OF THE IMMEDIATE RESULTS. HE CONCLUDED, "THROUGHOUT MY 20, YEARS EXPERIENCE WITH THE DEPARTMENT, I AM CONTINUALLY AMAZED AT THE RESULTS WHICH HAVE BEEN ACHIEVED, RESULTS WHICH HAVE INCLUDED THE EXPORT OF PRODUCTS THAT EVEN THE MOST OPTIMISTIC NEVER THOUGHT POSSIBLE."