



NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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For Immediate Release

GOVERNMENT SERVICE FOR EXPORTERS

OUTLINED AT WATERLOO LUTHERAN SEMINAR

How government trade experts can help businessmen grab more of the export dollar was outlined last night for businessmen and students attending an export trade seminar session at Waterloo Lutheran University.

H. E. Lemieux of Ottawa, special assistant to the trade and commerce department, said his department works with provincial departments, trade associations, chambers of commerce and companies to achieve the ultimate objective -- the national well-being itself.

With demand pressures easing in world markets, he warned that "even greater attention must be given to exports in 1967 to ensure employment of our expanding labor force and the optimum use of productive resources."

With an export goal of more than \$ 11,000,000,000 (\$11 billion) this year businessmen must keep abreast of changing conditions and learn quickly where the best opportunities lie.

Mr. Lemieux said his department comprises three major sections operating on a co-operative basis:

1. The commodities and industries services section. It is staffed by men, known as commodity officers, who keep up to date on supply and demand and developments within the particular field in which they specialize.

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Service for Exporters....._Cont'd

"Commodity officers can indicate to exporters the best potential foreign markets for Canadian goods and can provide information on production and marketing conditions in specific markets abroad.

2. Trade policy service. It is concerned with the conduct of Canada's commercial relations with other countries and with safeguarding and improving the terms of access for Canadian exports in foreign markets.

"This requires a thorough knowledge of the dynamic and changing needs of the Canadian economy and industry, and the trade and related policies of other countries."

3. External trade promotion services. Included are the trade commissioner service, the exhibition commission, trade publicity branch and the trade fairs and missions branch.

"The trade commissioner service is probably the best known one to businessmen in Canada and abroad," Mr. Lemieux told the businessmen. "It consists of 227 foreign service officers supported by 500 Ottawa-based and locally engaged staff in 68 posts in 47 countries."

He added that they conducted more than 106,000 business interviews and helped establish more than 1,800 new agencies and buying connections abroad for Canadian exporters in 1966. The amount of business influenced by their activities was at least \$12,000,000 and this is only part of the story.

Last night's session was the third of twelve scheduled by the university's School of Business and Economics in its continuing program of training for businessmen.