



NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

75 UNIVERSITY AVENUE, WATERLOO, ONTARIO, CANADA

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002-1968

Richard K. Taylor
January 4, 1968

For Immediate Release

Attention: Financial Editors

Course on Export Management will Probe

Note list of speakers attached

Latest Paths to Profit in World Markets

Twenty Canadians who know their way around in the challenging field of world trade will share their knowledge with businessmen and students in a 12-week seminar course at Waterloo Lutheran University beginning Jan. 9.

First speaker in the university's popular Export Management course, updated annually, will be J. M. McAvity, president of the Canadian Export Association, who has warned that Canadian businessmen cannot count on the domestic market alone if business is to prosper.

Other speakers will explore trade possibilities in a number of world markets -- including Europe, South America and the United States -- and others will demonstrate case studies of actual export problems and their solutions.

Dr. Herman Overgaard, who left a top management position in export trade to join the university, said the lectures are designed for firms considering entering the field, as well as for those with some experience in it. There are no academic qualifications and a company may send alternate persons to the lectures.

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The sessions, offered each Tuesday night from Jan. 9 to April 2, begin with an hour-long formal lecture. Following a coffee break, class members and the lecturer will discuss the topic informally.

Among the speakers will be William J. van Vliet, a special assistant in the Canadian department of trade and commerce, and Keith Blair, comptroller of Massey-Ferguson Ltd. Alfred Lieblich, general manager-export for Canadian Celanese Company, an expert on eastern-Europe trade, will fly from his Brussels headquarters to attend.

Editors - Here is a list of speakers in the Export Management lectures at Waterloo Lutheran University. Note local names.

G.E. Best of Plattsville, vice-president and general manager, Canada Sand Papers Ltd.

G.K. Blair of Toronto, comptroller, Massey-Ferguson Ltd.

J.F. Cusack of Toronto, Ontario branch manager, Montreal Shipping.

G.L. Fouse of Preston, export sales manager, Kralinator Filters Ltd.

Donald Henry of Toronto, manager, International Sales, Canadian General Electric Co., Ltd.

W.M. Karn of Toronto, export sales manager, Electric Reduction Co. of Canada Ltd.

J.N. Kendall of Welland, manager, Market & Commercial Research, Atlas Steels Co.

F.A. Knight of Stratford, president and managing director, Samsonite of Canada Ltd.

A.A. Lieblich of Montreal, general manager - export, Canadian Celanese Co.

David Lowater of Kitchener, export sales manager, Dominion Electrohome Industries Ltd.

K.F. Lynett of Montreal, export sales manager, Art Woodwork Ltd.

E.H. Maguire of Detroit, Michigan, Consul of Canada.

James McAavity of Montreal, president, Canadian Export. Association

A.V. Orr. of Welland, vice-president - sales and marketing, Atlas SteelsCo.

B.N. Robinson of Toronto, vice-president, Murray & Robinson Ltd.

F.I. Ryckman of Hamilton, export credit manager, Steel Co. of Canada Ltd.

Peter Tower of Niagara Falls, New York, president, C.J. Tower & Sons of Niagara Inc.

W.J. Van Vliet of Ottawa, special assistant to assistant deputy minister Dept. of Trad & Commerce, Gov't of Canada.

M. Vardy of Toronto, manager, Commercial Intelligence Dept., The Canadian Manufacturers' Association

F.A. Wilson, chief, manufacturing arrangements section, Trade & Industry of Toronto Branch, Dept. of Economics & Development, Gov't of Canada.