July 5, 1967

Executive Offices

Mr. D. G. West
General Industrial Agent
Detroit, Toledo and Ironton Railroad Company
The Ann Arbor Railroad Company
13530 Michigan Avenue
Dearborn, Michigan 48126

The Michigan State Chamber of Commerce...

... is organizing a World Trade Program for the purpose of stimulating new international markets for Michigan business and to provide an opportu-
nity for Michigan companies engaged in World Trade to act jointly on issues
and problems that affect their capacity to operate profitably in this area.

Mr. Donald R. Mandich, Vice President, International Banking Department,
Detroit Bank and Trust, has agreed to serve as the initial Chairman of the
World Trade Committee, and staff direction and guidance will be provided
by Mervyn V. Pallister, Manager, World Trade Department, Michigan State
Chamber of Commerce, who has had many years experience in the Foreign
Service of the United States.

It is our sincere hope that you will represent your company on the World
Trade Committee so that we may proceed promptly with this new State Cham-
ber program.

On Thursday afternoon, July 20, and Friday, July 21 until 2:00 p.m., a State
Chamber Conference of Committees will be held at the St. Clair Inn. All
committee members of the State Chamber are invited to attend this conference.
Wives are invited. The following schedule will be followed:

THURSDAY, JULY 20
4:00 p.m. - A joint committee meeting of all committees to review a presentation
of "A Look Ahead in Michigan." This presentation will enable each committee
to recognize some of the evolving problems over the next decade and make
plans for future activities of the committee accordingly.
6:00 p.m. - Reception for all committee members and wives.
7:00 p.m. - Dinner and entertainment.
FRIDAY, JULY 21
9:00 a.m. - World Trade Committee Meeting.
12:00 noon - Reception and lunch with speaker for entire group, including wives.
2:00 p.m. - Adjournment.

Word from you as to your willingness to serve on the World Trade Committee, as well as your ability to attend the committee sessions on July 20 and July 21, 1967, will be welcome. In the meantime, if you can join us, it is suggested that you make immediate reservations with Margaret Nelson, General Manager, St. Clair Inn -- Telephone: 313/329-2222, mentioning that you plan to attend the All-Committee Conference. Make your reservation immediately. In order that we may plan properly for your maximum convenience, return of the enclosed form will be appreciated.

Sincerely,

Harry R. Hall
President

HRH:rc
Enclosure
PREAMBLE

The Michigan State Chamber of Commerce believes that throughout history the advancement of man's well-being has been shaped and quickened by the creation and integration of capital resources, the discovery and employment of new and better techniques in the production and distribution of goods, and by the ever expanding interchange of ideas and products across the frontiers of the world. Man has been alert to explore new approaches to old problems and to search out new ways to satisfy his ever increasing wants.

It is not by chance that the period of greatest economic and social progress has coincided with the rise and spread of private enterprise with its inherent emphasis on continuous investment and innovation, on competition and the ever-widening market, and with the collateral introduction of mass production and mass distribution as basic coordinate elements within the free market economy. These, together with a deepening social awareness and response to human needs by individuals, the business community and government, have been the forces which not only have served as constant spurs to progress but also as diffusers of the gains which have flowed therefrom. In the never ending process by which incomes and living standards have been raised to higher and higher levels, trade has been the forerunner as well as the carrier of progress, while investment has been the creative partner. Trade by itself has been one of the most persistent and resilient catalytic forces working to break down the barriers between nations and to awaken them to their potentialities.

Despite all the achievements and accomplishments of our age, despite all the manifest gains, the inescapable fact is that much of the world has lifted itself by only a precarious margin above the level of subsistence. Even in the countries which have at least participated and shared in the march forward, the levels of current output and consumption still fall short of those to which they aspire and those which are attainable. The answer is not to be found in a redistribution of existing wealth and income, but in creating new and additional sources of wealth and income. What these conditions demand if real progress is to be achieved is more, not less, trade; more, not less, investment throughout the world.

If these pressing needs are to be met, if the gap is to be narrowed, there must not only be an accelerated outflow of capital from the industrialized countries and provision of easier access to their markets, but also a serious and sustained effort on the part of the emerging and capital-short countries to generate their own capital and to establish a climate which will attract private funds from abroad. Sustained progress further requires that the gains from higher productivity be employed in strengthening the economy.

Conscious, therefore, of our past, which has made these achievements possible, and aware of the disturbing challenges these continuous changes will pose in the years
Proposed Policy - World Trade

Immediately ahead, the State Chamber affirms its belief:

that economic progress for the individual, the state, and the nation can best be realized and maximized within the framework of a free society,

that in an increasingly interdependent world economic well-being is indivisible; and that prosperous provincialism is a tendency against which we all must guard,

that more is to be gained by cooperative international effort and free association than in narrow insular nationalism,

that the exercise of private and public rights also entails the active recognition of duties and responsibilities to others within the international community,

that an enduring structure of mutually beneficial relationships between men and among nations must be solidly grounded in a common adherence to orderly procedures and a common acceptance of the rule of law.

Toward fulfillment of these concepts and ideals, the Michigan State Chamber of Commerce believes that the expansion of Michigan's world trade in agriculture, business, and industry is of vital importance. For the producer, it means larger markets for his output; for the consumer, it means access to a more diversified range of products.

**POLICY**

Therefore, the Michigan State Chamber of Commerce hereby sponsors a World Trade Program, utilizing a World Trade Committee with a World Trade Advisory Council offering advice and guidance, to function under the staff direction and guidance of the World Trade Department.

The Chamber's World Trade policy shall be:

1. To promote and encourage Michigan's involvement in international commerce. Commerce, as used herein, encompasses exports, imports, a wide range of auxiliary services thereto, finance, investments, recreation, telecommunications, tourism, and transportation, all of which should be promoted provided the specifics thereof are in the best interests of Michigan.

2. To work toward greater opportunities for trade through Michigan's lake ports and the St. Lawrence Seaway via better and more frequent services, reasonable tolls, and a longer shipping season.

3. To urge the state and federal governments to work toward freer reciprocal trade with Canada.
4. To espouse more educational emphasis upon knowledge of the world, particularly in the areas of foreign languages, culture and customs in other countries, human relations throughout the world and business practices in international trade.

5. To take a positive and articulate stand in favor of tariff and trade liberalization both in the United States and foreign countries.

RESPONSIBILITIES

The responsibilities of the World Trade Program will include:

1. Advancement of the highest ethical and professional standards of world trade management.

2. Support of sound community relations by cooperating with local chambers of commerce, civic, educational, and other organizations in their activities relating to world trade.

3. Research and development programs for the study and articulation of natural trade advantages in Michigan as related to world market needs and opportunities, leading to the mating of these market potentials with Michigan production facilities as best adapted to exploit the opportunities.

4. Collection and dissemination, via easily readable publications and/or through conferences, of information concerning potential markets, as well as reports on pending changes in the procedures and regulations with an indication of their probable effect on Michigan commerce.

5. Direction of foreign commercial inquiries to the proper source of information in Michigan and/or to other sources of world trade information if the inquiry involves problems beyond the scope of our state.

6. Introduction of Michigan firms to specific opportunities in the world market, lending them the necessary guidance in marketing techniques and trade procedures. A corollary to this responsibility would involve encouraging and helping Michigan companies to acquire adequate background and preparation for participation in the world markets. Advice and consultation would be rendered to all Michigan shippers and receivers in respect to the problems connected with international commerce.

7. Encouraging and assisting in the development of the "piggy-back" method of marketing whereby small firms without international marketing experience combine their products or services with the related operations of organizations or brokers who already have the experience and "know-how" of international trade.

8. Coordination and cooperation with state and federal agencies involved in international commerce.
9. Working with the Michigan Public Service Commission and other transportation regulatory bodies to correct rate and service restrictions.

10. Investigate and propose solutions for discriminatory foreign tariff barriers, international freight rates, and foreign port charges which tend to discriminate against Michigan products and services.

11. Encouragement and organization of international trade missions and trade fairs, plus participation in industrial and trade center shows and exhibitions abroad, in cooperation with local chambers of commerce, the U.S. Department of Commerce and the U.S. Department of Agriculture, but not necessarily limited thereto.

12. Promotion of the exchange and interchange of people, products and services for the purpose of trade development.

13. Exploitation of dramatic showmanship and propaganda methods in order to proclaim far and wide the benefits that expanded exports and imports can accord to continued growth in employment and prosperity.

14. Work with the state in negotiations with federal agencies regarding rules and practices discriminatory to Michigan's world trade interests. The World Trade Committee should also seek to work with the Canadian Government toward the elimination of obstacles to a smooth flow of trade.

15. Proclaiming Michigan's needs to the St. Lawrence Seaway Development Corporation regarding year-round use of the St. Lawrence Seaway, elimination of bottlenecks, maintenance of proper depths and related subjects.

16. To encourage the expansion and promotion of Michigan's port facilities, examine the question of public vs. private ownership of these facilities, and study the feasibility and functions of a State Ports Authority.

17. Development and dissemination of investment opportunities both abroad and in the State of Michigan.

18. Consider the merits of establishing free trade zones to the extent that they will be genuinely useful to business and industry.

19. Maintenance in the State Chamber of a basic world trade library.

20. Exert effort toward favorably influencing state and federal legislation which would stimulate Michigan's international trade.

21. A special effort to make Michigan State Legislators and Congressional Representatives more keenly aware of the vital importance of the expansion of international trade to our state; their support should be enlisted specifically for the purpose of keeping in touch with legislative and regulatory developments in the field of international trade, and influencing the trend of these developments toward the best interests of Michigan.
FUNCTION

THE WORLD TRADE COMMITTEE WILL:

* DEVISE and formulate adequate and suitable world trade programs. This will be accomplished by taking an active rather than passive or advisory role.
* UNDERTAKE, to the extent possible, wholly self-sustaining projects.
* EXAMINE and study the feasibility of each proposed program and project in terms of available and likely resources in manpower and funds.
* ENACT the programs and projects thus conceived, evaluated, and authorized.
* SUBMIT written progress, status and achievements reports on scheduled occasions.
* COORDINATE efforts and otherwise assist, collaborate with and support other Chamber committees, as well as the staff of the World Trade Department.
* CONDUCT appropriate forums, institutes, meetings, seminars, and workshops.
* MAINTAIN liaison with other organizations involved in world trade, such as associations, clubs, foundations, institutes, societies and government or quasi-government agencies.
* ENDORSE, sponsor, co-sponsor or otherwise support mutually beneficial and worthy efforts of a kindred nature by other organizations.
* REPRESENT the committee or the State Chamber at meetings and hearings on authorized occasions.
* COMPOSE, edit and publish authorized and approved documents and reports.
* PERFORM all duties and responsibilities in a manner consistent with State Chamber policies and objectives, and
* ENCOURAGE and foster programs and projects designed to bring credit to the State Chamber's world trade program.

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Staff: Mervyn V. Pallister, Manager
World Trade Department
Michigan State Chamber of Commerce
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Lansing, Michigan 48933
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Mrs. Rejane Cormier, Secretary
World Trade Department
Michigan State Chamber of Commerce
215 South Washington Avenue
Lansing, Michigan 48933
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WORLD TRADE ADVISORY COUNCIL

To consist of 12-24 State Chamber members, each with outstanding qualifications of knowledge, experience, accomplishment, and a reputation of leadership in Michigan's international commerce, to meet not less than once annually to provide advice and guidance to the World Trade Committee on issues and problems relating to the State Chamber's world trade program. Such council members shall be members of the State Chamber but not necessarily members of the World Trade Committee.

COORDINATING FORCE

To consist of the Chairman, World Trade Committee, plus the several Vice Chairmen appointed to directly guide and supervise the respective Task Forces, who will assist the Committee Chairman in coordinating the total world trade program and the various activities connected therewith.

TASK FORCES, AS FOLLOWS: (ACTION PROGRAM)

TRADE PROMOTION SERVICES (VICE CHAIRMAN)

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, organize or promote international Industry-Organized Government-Approved Trade Missions (vertical), Trade Missions (horizontally organized), Trade Fairs, Mobile Trade Fairs, Trade Shows, Trade Center Exhibitions, Sample Display Services, America (Michigan) Weeks; and, occasionally, Goodwill Missions. Usually, these activities will be conducted in collaboration with either the U.S. Department of Commerce and/or the U.S. Department of Agriculture. However, this does not preclude such activities from being undertaken in cooperation with transportation carriers or other organizations.

TRADE DEVELOPMENT SERVICES (VICE CHAIRMAN)

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, engage in the creation, development and enactment of world trade programs, projects and services not elsewhere specified in the committee's organizational pattern, which are mainly of interest to export and import shippers, as well as to auxiliary services associated therewith.

TRANSPORTATION (VICE CHAIRMAN)

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, formulate and enact programs and projects designed to foster Michigan's port development and promotion; St. Lawrence Seaway development and promotion; airport, airfreight and air services development and promotion; pipeline services; railroad freight development and promotion; trucking development and promotion; and storage and warehousing development and promotion.
**TELECOMMUNICATIONS (VICE CHAIRMAN)**

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, formulate and enact programs and projects in the field of telecommunications that will foster and proclaim Michigan's international services in radio, television, telegraphy and telephony.

**FINANCIAL AND INVESTMENT SERVICES (VICE CHAIRMAN)**

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, will develop and promote domestic and foreign financial services and aids for Michigan world traders, and develop appropriate investment opportunities both abroad and in Michigan.

**FOREIGN VISITOR SERVICES (VICE CHAIRMAN)**

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, develop and promote Michigan's tourist reception services and recreational facilities as attractions for visitors from abroad.

**TRADE INFORMATION SERVICES (VICE CHAIRMAN)**

Activities and Responsibilities: Under the general direction, guidance and supervision of the Committee Chairman, coordinate and approve, in advance, from the standpoint of copy and format, the various publications conceived and proposed for publication by the committee; prepare promotional materials; serve as public relations staff; handle general committee meetings; and develop a program for goodwill envoys.
Advertising Abroad
Air Freight Services (Scheduled and non-scheduled)
Airline Passenger Services (Scheduled and non-scheduled)
Airports, International
All American Channel
American Chambers of Commerce Abroad (AMCHAMS)
American Flag Service Limitations
Annual World Trade Conference (Convention, Forum)
Arbitration
Area Studies
Awards, Recognition (E Awards, etc.)

Balance of Payments
Biological Survey of the Great Lakes
Business Information Centers
Business Practices Abroad
Business Practices in Michigan

Cargo Consolidation
Commercial Policy
Commodities
Communications
Competition
Conferences
Construction
Consultant Services
Containerization
Copyrights
Counterpart (coolie) funds
Country Studies
Credit and Collections
Cultural Attractions
Customs Procedures

Detroit Olympics, 1972
Detroit World Fair
Documentation
Drawback
Duties

East-West Trade
Edge Act Banks
Education, International
European Economic Community (The Common Market)
European Free Trade Association
Potential Programs and Projects - World Trade Committee

Ex Officio Members
Export Control
Export-Import Directory
Export Packing
Export Pricing

Factoring
Films
Financial Services
Financing World Trade
Foreign Assistance
Foreign Banking
Foreign Culture and Customs
Foreign Exchange
Foreign Languages
Foreign Policy Week
Foreign Trade Procedures
Foreign Trade Week
Foreign Visitors (Businessmen, Exchange Students, Leader Grants)
Free Trade Zones (Plus Bi-National)
Freight Rates and Services

Goodwill Envoys
Government Liaison
Great Lakes Survey

Housing

Immigration and Nationality Act (Importation of Skilled Workers)
Information Services
Information Sources
Insurance
Interchange of People, Goods, and Services
Intern Program (Foreign Service Personnel)
International Banking
International Boundary Commission, United States and Canada
International Joint Commission (United States and Canada)
International Law
International Organizations
International Trade Center
International Trade Show
Investments (Abroad and in Michigan)
Investment Missions

Joint Ventures

Labor
Lake Shipping
Latin American Free Trade Association
Legislation
Letters of Credit
Licensing

Marks of Origin
Marking Goods and Containers
Marketing Abroad
Metric System
Michigan Challenge Magazine
Michigan Partners of the Alliance

Ocean Shipping
Organization of American States

Packing for Export
Patents
People to People
Piggy-back Marketing
Port Charges
Port Development (Facilities)
Port Promotion
Postal Service, International
Potential Markets
Public Relations
Public Relations Abroad
Public Utilities
Publications
- Bankers Handbook
- Correspondence Course
- Country Digests
- Export-Import Directory
- Facts about Michigan
- Glossaries
- Manuals
- Michigan Challenge Magazine
- Monthly World Trade Bulletin
- Profiles
- Regional Studies
- Technical Papers

Quotas, Import

Rail Freight Services
Regional Interests
Research and Statistics

St. Lawrence Seaway
Samples and Advertising Matter
Scholarships
Seminars
Shipping Conferences
Shipping Routes
Slides
Specifications
State of Michigan
  - International Trade Division
  - Marketing Service, Department of Agriculture
  - Overseas Representatives
  - Tourist Council
Steamship Services
Stevedoring

Tariffs
Tariff Barriers
Tariff and Trade Liberalization
Tariff Rates
Taxation
Technical Aid
Terms
Trade Agreements
Trade Barriers
Trade Centers
Trade Channels
Trade Development
Trade Fairs and Exhibitions
Trade Marks
Trade Missions (Vertical and/or horizontal organized)
Trade Opportunities
Transportation
Treaties
Trenton Channel
Tropicalization
Trucking

United Nations (And its Specialized Agencies)

Webb-Pomerene Associations
Weights and Measures
World Trade Center (Michigan)
World Trade Conferences
World Trade Week