

# News Release

Minister for  
International  
Trade



# Communiqué

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## INTERNATIONAL TRADE MINISTER WELCOMES GLOBE 90 PARTICIPANTS

International Trade Minister John C. Crosbie today welcomed participants to Globe 90, Canada's first international environmental trade fair and conference being held in Vancouver, March 19-23.

"Canada is hosting Globe 90 to provide business and industry the opportunity to demonstrate their response to today's environmental challenges," Mr. Crosbie said.

The trade fair will feature "environmentally friendly" products, services and technologies from 50 countries. Over 2,000 conference delegates will discuss environmental policies, regulations, and global issues in 18 sectors, including agriculture, forestry, fisheries, energy, food processing and chemicals.

"Globe 90 is an excellent opportunity for the growing Canadian environmental industry to confirm its leadership in certain key sectors, to identify new markets, and to promote our products and services overseas," Mr. Crosbie said. "I am confident that Canadian business knows that responding to environmental concerns is good corporate practice and good business. It's a major growth area in which we have many globally competitive firms," Mr. Crosbie added.

With a view to demonstrating that Canada has the ingenuity and capacity to address the environmental challenges of today, External Affairs and International Trade Canada (EAITC) is hosting several missions of potential buyers from around the world. EAITC also has an information booth at the trade fair to assist Canadian and international exporters and importers.

The objective of Globe 90 is to foster a partnership between the public sector, industry, business, academia and interest groups, with a view to contributing to international environmental protection.

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