



# **MARKETPLACE 86 - CARREFOUR 86**

## **FACTS: EXPORT MARKETPLACE 86**

- o Marketplace 86 brings to Canadian business people the most current, specific, relevant information available about export markets around the world.
- o It is an initiative of the Department of External Affairs in partnership with the Canadian Chamber of Commerce and in cooperation with the Department of Regional Industrial Expansion.
- o The first series of thirty visits is being held between February 17 and March 7, 1986, with a second wave of five visits being held in April.
- o It begins in Halifax and Vancouver simultaneously as two teams of Trade Commissioners begin their cross-country visits to 35 towns and cities, double the number of medium and small communities as in Marketplace 85.
- o More than 100 Trade Commissioners from 43 foreign posts will represent priority markets:
  - 43 from the United States;
  - 32 from Asia/Pacific;
  - 19 from Europe;
  - 11 from Caribbean/Latin America;
  - 10 from Africa/Middle East.
- o There is a potential for approximately 10,000 interviews during the 4-week event.
- o In addition to interviews with Trade Commissioners, companies will have the opportunity to gain information from other trade specialists from DRIE regional offices, the Export Development Corporation, the Canadian International Development Agency, and the provinces.



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Canada                Canada