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MARKETPLACE '91: BRINGING THE WORLD TO OUR DOORSTEP

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced the start of Marketplace '91, bringing Canadian trade officers from around the world to meet first-hand with Canadian exporting companies.

"Our standard of living depends on our success in markets. Our success depends on our competitiveness and our competitiveness depends largely on our productivity, increasing our use of export opportunities, improving the quality of our goods and services, and doing so at a competitive price," Minister Wilson said.

Marketplace '91 provides a unique opportunity for current and prospective exporters to meet with experienced Canadian trade commissioners. Through consultations during October and November, five groups of commissioners will have personal meetings with representatives of Canadian companies on how to open up opportunities to enter specific market sectors.

This year's focus is on five sectors: consulting engineering, environmental equipment, value-added wood products and building materials, consumer products, and food products. (The Marketplace '91 schedule is attached.)

"Canada's prosperity was founded on trade," Minister Wilson said. "Trade built this country, whether the export was fish or furs, timber or wheat, engineering services or telecommunications. No G-7 nation, except Germany, is more reliant on trade than Canada. We need to expand our pursuit of every available trade opportunity."