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# news release

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## MACLAREN REPORTS ON HIGHLY SUCCESSFUL TRADE MISSION TO SOUTH AFRICA

The Honourable Roy MacLaren, Minister for International Trade, today reported on the success of his trade mission to South Africa during a keynote address to a South Africa Business Forum organized by the Canadian Exporters' Association in Toronto.

While in South Africa, the Minister met with senior government and African National Congress officials, including state president F.W. de Klerk and prominent members of the South African business community.

Mr. MacLaren's January 30 to February 4 mission marked the first visit by a Canadian trade minister to South Africa in 30 years. He was accompanied by senior representatives from Canadian companies and banks, as well as the President of the Black Business Professional Association in Canada.

"More than ever we are enthusiastic about the prospects in South Africa," the Minister said. "We return with an order book much larger than anticipated and a conviction that the future offers new markets for Canadian goods and services," he added.

Mr. MacLaren highlighted the return to trade normalization between Canada and South Africa by officially opening a new Canadian Trade Office in Johannesburg. He also announced several significant business opportunities that came about during the mission (see attached).

"These initiatives should encourage other Canadian exporters to seriously consider the South African market, as well as the larger market of the sub-Saharan region," the Minister said.

In demonstration of the new "Team Canada" approach to international trade promotion, Mr. MacLaren was also accompanied during the mission by Ontario minister without portfolio, Ministry of Economic Development and Trade, Richard Allen.

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