

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
Commerce  
extérieur

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## BUSINESSES ACROSS THE COUNTRY INVITED TO PARTICIPATE

### IN CANADA EXPORT TRADE MONTH THROUGH EXPORT MARKETPLACE 88

International Trade Minister John C. Crosbie announced Export Marketplace 88, an annual event that helps Canadian exporters and potential exporters learn of opportunities in the international marketplace and benefit from the Department of External Affairs' international trade expertise.

"In 1987, Canada exported \$144 billion worth of products and services which helped generate over one third of Canada's Gross Domestic Product. Every billion dollars earned through exports will create as many as 20,000 jobs. In fact, today, the livelihood of one out of every three employed Canadians in all parts of the country depends on export trade," Mr. Crosbie said.

"Export Marketplace 88 brings a world of opportunity a little closer to business. It provides business people with a chance to get export advice and strategic information on selling goods and services to a variety of foreign markets," Mr. Crosbie said. "It is a fact that thousands of small and medium-sized companies have established contacts in the U.S. and overseas and increased sales as a result of their participation in the event." More than 2,500 companies are expected to register this year for Export Marketplace and many of them are newcomers to exporting. These companies will be assisted, through participation in this event, in preparing themselves to take advantage of the new opportunities which will arise out of the Free Trade Agreement and Canada's participation in the Multilateral Trade Negotiation process.

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