BACKGROUNDER
ON
INTERNATIONAL TRADE MONTH AND MARKETPLACE '90

October is International Trade Month in Canada. Sponsored annually by of External Affairs and International Trade Canada, International Trade Month is made up of a host of events designed to focus attention on the importance of trade to Canada.

The Department's International Trade Centres have arranged a variety of special events to launch Trade Month in all areas of the country.

In **British Columbia,** the Honourable Mary Collins, Minister Responsible for the Status of Women, addressed members of the Independent Film Producers Mission from California on September 30.

In **Alberta,** Calgary will welcome visiting members of the Singapore Trade Mission on October 3.

In **Saskatchewan** there will be an official launch October 5 in Saskatoon by the Provincial Trade Minister, the Mayor of Saskatoon and the Senior Trade Commissioner. Larry Schneider, M.P. for Regina, will participate in a ribbon-cutting ceremony on October 10 to officially open the Regina International Trade Centre and welcome three new trade commissioners to the province.

In **Manitoba,** Ambassador Jacques Lecompte, Head of the Delegation of the Commission to the European Communities to Canada, will speak to delegates at a Europe '92 Seminar on October 4.

In **Ontario,** the Toronto International Trade Centre, in association with the Chairman of Metropolitan Toronto and the President of the Toronto Board of Trade, will hold a reception and dinner October 9 to launch International Trade Month for 200 prominent members of the business community. The Honourable John McDermid, Minister of State for Privatization and Regulatory Affairs, will be the guest speaker at this event.

In **Quebec,** a reception will be held in Montreal in mid-October to launch Trade Month activities.

In **New Brunswick,** a New Europe Seminar in Moncton on October 17, focusing on the building materials sector, has been organized by the International Trade Centre, the Province of New Brunswick and the Moncton Chamber of Commerce.