

Minister for International Trade



Ministre du Commerce extérieur

Canada

OTTAWA, ONTARIO
K1A 0G2

Dear Sir/Madam:

The seventh Canada Export Trade Month (CETM) will be taking place again this October and I would like to take this opportunity to invite you to participate.

The purpose of CETM '89 is to focus attention on the importance of export trade to the Canadian economy, and to encourage business - particularly small and medium-sized companies - to expand their export horizons. By supporting this program and encouraging your members to take part, you can help them to become more aware of the benefits of trade, both to their own business and to this country as a whole.

In conjunction with Canada Export Trade Month, External Affairs and International Trade Canada is once again sponsoring Export Marketplace '89. As you probably know, Marketplace is a unique export development program which enables thousands of current and prospective exporters to hold one-to-one meetings with experienced Canadian Trade Commissioners and to obtain specific information on market opportunities of interest to their companies. This year, Trade Commissioners participating in Marketplace will visit 11 cities across Canada between October 30 and November 17. At the same time teams of Trade Commissioners will be making personal visits to 40 smaller Canadian centres.

Marketplace '89 will provide exporters with an opportunity to schedule one-to-one interviews with representatives from the Export Development Corporation (EDC), and the Canadian International Development Agency (CIDA). Workshops and other special events are also being planned throughout the day.

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