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MEDIA NOTICE

WOMEN'S TRADE MISSION PARTICIPANTS AVAILABLE TO SPEAK TO MEDIA

New Brunswick participants in the first Businesswomen's Team Canada International Trade Mission to Washington, D.C., Nov. 11-14 are available to speak to the media about their experience.

Deirdre Grondin, a professor in the faculty of administration at the University of New Brunswick in Fredericton, says that in addition to the agreements and contracts signed by participants, the trade mission had three important outcomes: a new on-line information tool to assist Canadian exporters, a new research coalition to foster research on the role of women-owned Canadian companies in international markets, and the announcement of a Canada-U.S. International Women's Trade Summit to be held in Toronto in 1999.

The only university professor to participate in the trade mission, Dr. Grondin became involved as a result of her research on export initiatives by Canadian businesswomen.

Led by the Minister for International Trade, Sergio Marchi, the trade mission was designed to assist Canadian businesswomen to explore market opportunities and business partnerships in the Mid-Atlantic states.

A list of names and contact numbers for the New Brunswick participants is attached. Background information on the outcomes of the Trade Mission is available from Sandra Howland in the UNB Public Relations Office at (506) 458-7968.

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Contact: Sandra Howland

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