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SEMINARS PROMOTE U.S. GOVERNMENT

PROCUREMENT OPPORTUNITIES

A series of seminars to help Canadian firms sell non-defence products to the United States federal government will be held in five Canadian cities between November 20 and November 26.

The seminars, jointly sponsored by External Affairs and International Trade Canada and the Canadian Exporters' Association, will offer Canadian business people the opportunity to explore sales prospects with representatives of the chief buyer for the U.S. government, the General Services Administration.

Also attending the five regional seminars will be Canadian and provincial government representatives who have expertise in the procedures and requirements for landing U.S. government contracts.

John C. Crosbie, Minister for International Trade, who announced the seminars earlier this year, said they are meant "to provide potential exporters with the vital information they need to break into a potentially lucrative market."

Under the Canada-U.S. Free Trade Agreement (FTA) Canadian firms obtained wider access to a U.S. government procurement market amounting to more than \$225 billion in 1989.