



news release

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CANADIAN PARTICIPATION AT ANTAD '93 WILL BE LARGEST EVER IN A TRADE SHOW OF THIS KIND IN LATIN AMERICA

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today announced that 68 Canadian companies will be participating at ANTAD '93 in Guadalajara, Mexico, March 28 to 30, 1993.

Canada's participation at Mexico's Department Stores and Supermarkets Association's ANTAD '93 will be the largest ever undertaken in a trade show of this kind in Latin America.

"Mexico is Canada's most important trading partner in Latin America, and our agri-food exports represent one of the fastest growing sectors in our rapidly expanding trade with Mexico," Mr. Wilson said.

The Honourable Mary Collins, Minister of Western Economic Diversification, Minister of State for the Environment and Minister Responsible for the Status of Women, who will be visiting the Canadian Pavilion at ANTAD '93 and meeting with some of the exhibitors, said: "I am pleased to attend ANTAD '93 and help Canadian businesses expand their markets in Mexico."

ANTAD is Mexico's primary marketplace for processed food, beverages, store equipment, sporting goods, housewares and giftware. In the imported processed food sector alone, the Mexican market has doubled in the last three years to over \$650 million annually.

"Participating in ANTAD '93 gives Canadian firms an excellent chance to make contacts and increase sales in an expanding and diversifying Mexican market of over 85 million consumers," Minister Wilson said.