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CANADA'S INTERNATIONAL TRADE BUSINESS PLAN

Canada's International Trade Business Plan identifies the international challenges and opportunities facing Canadian industry

and presents the government's action plan for increasing our success in the global marketplace. It is the result of extensive consul-

tations within the federal government and with the private sector.

This year's plan consists of a Strategic Overview which outlines the federal government's overall strategy for international business development and a series of Sector Strategies with accompanying Activities Lists. The activities outline the key international initiatives to be undertaken with

South Africa: Spotlight on Trade

With the prospect of the first non-racial democratic elections to be held in South Africa at the end of April, people are asking what to expect? Will a future government continue with old policies or will there be radical changes? What should the Canadian business community anticipate by way of investment and trade policies?

Following Minister for International Trade Roy MacLaren's recent trade mission to South Africa here is an update of some of the activities in which the Department of Foreign Affairs and International Trade (DFAIT) will engage in support of the Canadian business community.

Minister MacLaren's mission, which included Canadian business representatives and other digni-

taries, marked the first visit by a Canadian Trade Minister to South Africa in 30 years.

He met with State President F.W. De Klerk, senior government and African National Congress (ANC) officials, and prominent members of the South African business community.

Minister MacLaren remarked: "More than ever we are enthusiastic about the prospects in South Africa. We return with an order book much larger than anticipated and a conviction that the future offers new markets for Canadian goods and services".

Minister MacLaren highlighted the return to trade normalization between Canada and South Africa by officially opening a new Cana-

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Canadian industry in support of international business development.

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Name Change Reflects Mandate

Due to the recent departmental name change to Foreign Affairs and International Trade (DFAIT), the name *InfoEx* has been rendered obsolete. The organization now operates under the name *InfoCentre*.

This name change is also appropriate given the expanded mandate of the Centre which now in-

cludes the handling of general enquiries, and the provision of counselling, publications, and referral services to the public for both international trade and foreign policy matters.

The *InfoCentre* can be reached at tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

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