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CANADIAN GOVERNMENT SUPPORTS LARGEST EVER PARTICIPATION AT JAPANESE TRADE FAIR FOODEX 90

International Trade Minister John C. Crosbie today announced a record level of Canadian participation at Asia's largest agri-food show, Foodex '90, held in Tokyo, Japan, March 13-17. Fifty Canadian companies from 10 provinces are exhibiting their products at the trade fair.

The Canadian Ambassador to Japan, James H. Taylor officially opened the Canadian stand.

Mr. Crosbie noted that Japan is Canada's second largest agri-food export market, after the United States. Food export sales to Japan have exceeded \$2 billion annually since 1988.

Federal government assistance is being provided through Pacific 2000 and the Program for Export Market Development (PEMD).

The Pacific 2000 trade initiative is part of the federal government's "Going Global" market development program, announced late last year. PEMD is a continuing export promotion program.

"Foodex is the centrepiece of the year-round promotion of Canadian food products in Japan," said Mr. Crosbie, adding that in-store promotions and Canada Day events at major hotels help sustain a high profile for Canadian agriculture and food products.

"The Japanese market requires a strong commitment by Canadian suppliers. They face stiff international competition and deserve the best national stand 'flagship' possible in the international hall at the Nippon Convention Centre where the fair is held," Mr. Crosbie said. "Federal government involvement in this promotional effort reflects our faith in the growth potential for quality Canadian agri-food products in the Asia-Pacific region."

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