



News Release

Communiqué

No. 250

November 8, 1991

MINISTER APPOINTS NEW INTERNATIONAL TRADE ADVISORY COMMITTEE AND NAMES CHAIRPERSONS FOR SECTORAL ADVISORY GROUPS

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced members of the reconstituted International Trade Advisory Committee (ITAC) and the incoming Chairpersons for 15 Sectoral Advisory Groups on International Trade (SAGITs).

"I have asked committee members to work closely with Canada's trade negotiators on issues directly related to the Uruguay Round of Multilateral Trade Negotiations (MTN) and the negotiation of the North American Free Trade Agreement (NAFTA)," Mr. Wilson said. "I will also call on the ITAC and SAGITs to interact with the Government in implementing the Canada-U.S Free Trade Agreement and in examining issues affecting Canada's competitiveness, especially those issues directly related to international markets and marketing."

Mr. Wilson said by helping to guide Canada's trade policy, the advisory committee system will advance Canada's export objectives. But he added that trade policies alone will not guarantee Canada's future prosperity. "Better marketing and a commitment to competitiveness will be needed for long-term prosperity."

"Canadian companies are proving they can compete -- and win -- in some of the toughest export markets in the world. By adopting a positive outlook and taking advantage of new and expanding opportunities, we will continue as a force to be reckoned with in world markets. Some three million jobs across Canada depend on our exports. It is not hard to see why competitiveness is the key to our high standard of living today, as well as our prosperity tomorrow."