

oil and gas. Workshops will also be conducted on trade opportunities in several of the world's leading markets.

"International trade officers know exactly where the market opportunities are -- in what countries, in what regions and niches -- now and in the future. They also know how to go about turning these very real prospects into solid sales," said Mr. Wilson.

ExportVision '92 also offers seminars on the basics of exporting, a special workshop on the implications of the North American Free Trade Agreement (NAFTA) and presentations from federal government ministers, Canadian ambassadors and trade officers, including David Winfield, Canada's Ambassador to Mexico.

"Through the negotiation of trade agreements with the United States and Mexico, and by working toward a successful conclusion to the GATT [General Agreement on Tariffs and Trade] trade talks, the federal government is doing all it can to gain access to world markets and develop fair trade rules," said Mr. Wilson. "While these trade agreements can help to open doors, it is up to the private sector to step through them."

A special "outreach" effort has been added to this year's program. Trade Commissioners will travel to a number of local communities to speak at business functions, high schools and colleges and participate in events such as exhibitions, conferences and trade fairs.

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(The ExportVision schedule is attached)

For further information, media representatives may contact:

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