



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

January 9, 1998 No. 2

MARCHI ANNOUNCES MEMBERS OF TEAM CANADA INC ADVISORY BOARD

Minister for International Trade Sergio Marchi today announced the names of members of the Team Canada Inc Advisory Board. The 20-member group will be chaired by Lynton (Red) Wilson, Chairman of the Board and Chief Executive Officer of BCE Inc. The Chair and members of the Board will be appointed for a two-year term.

The new Board will provide counsel on trade policy and market access questions as well as issues related to trade and investment promotion. Members will review and offer advice on the government's International Business Development Plan. They will also monitor results of the plan and provide guidance on the most effective allocation of resources.

"Members were carefully selected for the diversity of their background," said Mr. Marchi. "They bring to the Board a breadth of knowledge and expertise that will be instrumental in guiding the direction of our trade and investment agenda. This initiative demonstrates the close partnership between government and the private sector to help Canadian companies succeed in the international marketplace."

The Board was announced as part of Team Canada Inc in October to enhance existing services in Canada's trade promotion network.

The Board will meet at least twice annually; the first meeting is expected to be held early in 1998.

- 30 -

A list of Team Canada Inc Board members is attached.

For further information, media representatives may contact:

Leslie Swartman
Office of the Minister for International Trade
(613) 992-7332

Media Relations Office
Department of Foreign Affairs and International Trade
(613) 995-1874

TEAM CANADA INC ADVISORY BOARD