

Mr. Crosbie said Europe is already Canada's second largest trading partner and one of the three markets targeted in Canada's Going Global Strategy announced by Prime Minister Mulroney in Singapore last October 15. "A European single market will have a profound impact on Canadian businesses wishing to compete on a global basis," Mr. Crosbie said.

During the conference, Mr. Willy De Clercq, Chairman of the External Economic Relations Committee for the European Parliament, will present a perspective on how Europeans view the economic reforms brought about by the single market. Four seminars will also be held, each focussing on one sector: agriculture and food products; telecommunications and high technology; fisheries, and forest products. A panel comprising of Ray Smith, President and Chief Executive Officer of MacMillan Bloedel Ltd., Anne Aurelius, Vice-President of Barclays Bank, Bill Grant of the Canadian Manufacturers' Association and Peter Manson of Lander Downs will discuss business opportunities in the Europe of 1992.

B.C. Business Council Chairman Dick Baker, who will chair the conference, said it is very important for his organization to be involved in the conference in view of the implications of Europe 1992 to its member companies.

"Europe 1992 and Canada" is the third in a series of cross-Canada conferences designed to provide business people with information to assist them to take advantage of the challenges and opportunities of Europe 1992.

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