

Media Advisory

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Minister Van Loan to Promote Trade and Investment at the Olympics

(No. A/27 – February 12, 2010) The Honourable Peter Van Loan, Minister of International Trade, will leverage the Olympic Games to highlight Canada's competitive advantages, commercial strengths and investment opportunities to leading CEOs and international and domestic media.

Through an ambitious multidimensional investment program called the Global Business Leaders Initiative, Minister Van Loan will promote Canada as a hub for innovation, talent and creativity.

The Minister will engage top Canadian and international business leaders in discussions on the significant advantages of investing in Canada. This outreach program will consist of a series of meetings, panels and engagements scheduled throughout the Olympics.

Those interested in learning more about investing and doing business in Canada should visit [Invest in Canada](#) and [2010 Reasons to Do Business in Canada](#).

For more information on Minister Van Loan's outreach program and the Global Business Leaders Initiative, or to schedule an interview, please contact:

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