

News Release

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TRADE COMMISSIONER TOUR WESTERN CANADA

International Trade Minister John C. Crosbie announced today that a group of Assistant Trade Commissioners (ATC) from External Affairs and International Trade Canada (EAITC) will travel across Western Canada from May 28 to June 22, 1990.

"I am extremely pleased that our newly recruited Assistant Trade Commissioners are visiting the four Western provinces, including the Northwest Territories and Ontario," said Mr. Crosbie. "These officers will be representing Canada abroad, so it is vital that they have first hand knowledge of Canada's regions, their industries and products."

This tour to 14 cities will enable the ATCs to acquire a better understanding of the needs of Canadian exporters by meeting with representatives of the private sector, particularly export-ready enterprises, the industry associations, and the local tourism industries. As this group of new ATCs visits Western Canada, they will educate themselves on the capabilities, the new technology and products produced by Canadian exporters.

The ATCs will be visiting manufacturing facilities and head offices of industries in the following sectors: consumer products, aerospace, high technology, resource-based products, agriculture and services. These visits will provide them with a better understanding of the diversity of economic activities in Western Canada.

They will as well be meeting with representatives of Western Economic Diversification Canada, provincial, territorial and municipal governments, thus providing them with a better understanding of the needs of each industry and province. This will result in a closer coordination between all levels of government in the promotion of Canadian exports.

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