



No. 036

February 22, 1989.

INFOTECH '89 BRINGS WORLD TECHNOLOGY  
TO COMPANIES ACROSS CANADA

International Trade Minister John C. Crosbie today announced InfoTech '89, an 11-city tour of External Affairs Technology Development Officers who will advise Canadian business of the latest developments in world technology.

The 18 officers, based in our posts in the U.S., Europe, and Asia/Pacific countries, will hold private meetings March 1 to 9 with representatives from small and medium-sized companies who are keen to boost their businesses' productivity and profits by using technology not yet available in this country. More than 1,000 interviews between External Affairs technology experts and company executives will take place during the nine-day coast-to-coast tour.

"Canada produces only two percent of the world's technology," said Mr. Crosbie. "For our companies to remain competitive at home and abroad, they need to be aware of the latest technologies being developed in their fields. InfoTech '89 ensures that our business people remain strong competitors in the technology race worldwide."

The InfoTech '89 tour is part of the Department of External Affairs Technology Inflow Program (TIP) inaugurated in 1986. The program helps companies without their own R and D capabilities obtain modern technology and production methods. Last year some 300 technology acquisition projects, more than half of them involving smaller businesses, were assisted by TIP.

.../2