

News Release

Minister for
International
Trade



Communiqué

Ministre du
Commerce
extérieur

No. 091

May 7, 1990.

NEW SATELLITE TRADE OFFICE OPENS IN KARACHI

International Trade Minister John C. Crosbie today announced the establishment of a satellite trade office in Karachi, Pakistan, under the direction of the Canadian High Commission in Islamabad.

"The opening of the Karachi office, undertaken as part of the government's Going Global market development strategy, will help foster commercial ties between the Canadian and Pakistani business communities," Mr. Crosbie said.

Going Global, a market development strategy announced in 1989, focuses on boosting Canada's trade with the United States, the European Community and the Asia-Pacific region.

"Strategically placed in the largest industrial centre in Pakistan, the Karachi office will provide support to Canadian exporters and incoming trade delegations wishing to gain market access in this region of Pakistan," Mr. Crosbie said.

In 1989, Pakistan's global imports totalled \$7.2 billion. Canada's exports to Pakistan comprised \$68.9 million of this market. Through the establishment of the Karachi trade office, Canada is looking to increase its share of this large import market.

The Karachi office will provide Canada with an additional link to the business community in Pakistan and will help expand Canadian sales. It will also play an important role in identifying opportunities for industrial collaboration with private companies in Pakistan, which are becoming increasingly important because of the emphasis being placed by Pakistan Prime Minister Bhutto's government on private sector investment and development.

Particular promotional efforts will be made in the oil and gas, power, agriculture and advanced technology sectors, which are seen as offering the most immediate potential for Canadian exporters.

-30-

For more information, media may contact:
Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874

Affaires extérieures et
Commerce extérieur Canada

External Affairs and
International Trade Canada

Canada