

# News Release

Minister for  
International  
Trade



# Communiqué

Ministre du  
Commerce  
extérieur

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## MINISTER ANNOUNCES MAJOR TRADE DRIVE TO U.S.

International Trade Minister John C. Crosbie unveiled today the details of a federal government plan of action for the coming year to promote Canadian exports to the U.S. Mr. Crosbie said that this action plan is designed to help Canadian businesses take advantage of new opportunities flowing from the implementation of the Canada-U.S. Free Trade Agreement.

The action plan, which involves everything from trade missions and fairs to the opening of new trade offices in the U.S., is geared to the needs of small to medium-sized businesses. According to the Minister, "95 per cent of the participants in the program will be small to medium-sized businesses." Mr. Crosbie added, "Thanks to our program, Canadian exporters will be able to participate in some 400 events in 72 industrial sectors. We expect these initiatives to generate about \$1.5 billion worth of sales in fiscal year 1989-90."

An important part of the U.S. trade development program is sponsorship of buyers' missions from the U.S. The Government plans to focus this year on four areas: U.S. government procurement agencies, U.S. defence contractors, U.S. urban transit authorities, and bringing U.S. buyers to trade shows in Canada, especially shows featuring furniture, hardware, footwear, clothing, food, seafood and household goods.

Canadian businesses can obtain further details about the program from International Trade Centres in major cities across Canada or from the Department of External Affairs in Ottawa. This initiative represents an expenditure of \$20 million.

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A backgrounder giving more details on the action plan is also available on request.

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