

Starting February 17, in Vancouver and Halifax, teams of Trade Commissioners from 43 posts in Canada's priority markets will start a series of visits to 35 cities. The first wave involving 30 centres will be completed March 7. A succeeding five visits will be carried out in April.

Marketplace 86 is an expanded version of the first Marketplace held in 1985 which attracted 3,000 interested Canadian businesses. More than 5,700 interviews were conducted, and 1,850 of these were with potential or new exporters.

"Clearly this kind of practical, one-on-one consultation gets results", the Minister said. "There are many smaller businesses that simply cannot afford to travel to all their potential new markets. We're bringing their foreign market experts to them."

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