News Release   # Communiqué

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EXPORTVISION '92:
BRINGING EXPORT OPPORTUNITIES HOME

Toronto -- The Honourable Michael Wilson, Minister of Industry,
Science and Technology and Minister for International Trade,
today announced the launch of ExportVision '92 -- a cross-country
program designed to help Canadian exporters gain new markets for
their products and services.

"In today's tough economic climate, Canadian exports are leading
the way in our overall performance. In March, Canada's exports
reached a record level of $12.8 billion," Mr. Wilson said. "Our
high standard of living and the quality of our social programs
depend, to a large degree, on trade. One out of every three
Canadian jobs is linked to trade and to successfully export we
need to penetrate and develop world markets for our products and
services."

As part of the ExportVision program (formerly called
Marketplace), more than 100 trade experts from External Affairs
and International Trade Canada's foreign and domestic offices
will meet Canadian exporters and potential exporters in some 40
Canadian cities.

Mr. Wilson said: "ExportVision brings Canada's trade experts
together with the experts in business -- the exporters and
soon-to-be exporters who show every day that Canadians can
compete with the best in the world."

ExportVision '92 marks the beginning of Canada International
Trade Month, an annual initiative that draws attention to the
importance of trade to Canada's prosperity. One of the
highlights of the month's activities is the presentation of the
Canada Export Awards on October 5 in Montreal.

From September 30 to October 14, trade specialists will focus on
six specific industry sectors: environmental equipment and
services; building products; consumer products (apparel);
tourism; agri-food and fish products (to the United States); and