

# News Release

Minister for  
International  
Trade



# Communiqué

Ministre du  
Commerce  
extérieur

No. 046

March 5, 1990.

## SCIENCE AND TECHNOLOGY COUNSELLORS TOUR PROMOTES TECHNOLOGY PARTNERSHIPS ABROAD

International Trade Minister John C. Crosbie announced today that Science and Technology Counsellors from Canadian embassies abroad will travel across Canada from March 5-16, 1990, to brief senior business, academic and government representatives about science and technology opportunities in their host countries.

Teams of Counsellors will tour 12 Canadian cities to provide an overview of opportunities in Japan, the U.S., the U.K., France, Federal Republic of Germany, Belgium, the Netherlands and the European Community, including European space activities. The Counsellors will also review major technology policy and program development in those countries.

"Identification of foreign market opportunities for Canadian business is a key element of the federal government's Going Global initiative," Mr. Crosbie said. "The Counsellors' tour is a prime example of the type of support the federal government provides to the private sector for international competitiveness, which in this case is focused on science and technology acquisition."

Going Global is a national initiative undertaken in partnership with other federal government departments and the private sector aimed at strengthening Canada's trading culture. One of the key steps being taken under this initiative is an increase of market development initiatives by External Affairs and International Trade Canada (EAITC) to assist Canadian firms to take advantage of opportunities in the three mega-markets of the U.S., the EC and the Asia-Pacific.

.../2

Affaires extérieures et  
Commerce extérieur Canada  
External Affairs and  
International Trade Canada

Canada