

News Release

Minister for
International
Trade



Communiqué

Ministre du
Commerce
extérieur

No. 041

February 23, 1990.

FACING THE CHALLENGES OF EUROPE 1992

International Trade Minister John C. Crosbie today announced that he will be taking part in a conference, entitled "Europe 1992 and Canada", on February 26, 1990. The conference is jointly sponsored by External Affairs and International Trade Canada and British Columbia's Ministry of International Business and Immigration. It is organized by the Business Council of British Columbia.

B.C.'s Premier William N. Vander Zalm and International Business Minister Elwood Veitch will also be participating.

"The elimination of most of Europe's internal trade barriers to allow for the free movement of goods, services, capital and people among the 12 member countries, will make the European Community the world's largest trading group and a strategic gateway to the economies of Eastern Europe," Mr. Crosbie said. "It is imperative that Canada establish a presence in Europe."

The conference will focus on issues of interest to Canadian business resulting from dramatic changes to Europe's economic structure. Business people will have a chance to learn about government policies and programs aimed at supporting their ventures and to find out how to develop and maintain a competitive advantage when dealing with European trading partners.

Mr. Veitch said that Europe represents a larger proportional part of British Columbia's export pattern than the other provinces or Canada as a whole.

"We have a traditional pattern, which is being maintained, of exporting 16 per cent of our goods to Europe," he said. "That's why the ongoing changes in Europe, leading up to their single market initiative, are so important to our province."

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