

about turning these very real prospects into solid sales," added the Minister.

ExportVision also offers seminars on the fundamentals of exporting, on doing business in the United States and the rapidly growing Mexican market, and on the tariff implications of the North American Free Trade Agreement (NAFTA). Through a special outreach component, beginning October 4, trade officers and Canada Export Award winners will travel to smaller communities to meet with exporters, speak at business functions, high schools and colleges, and participate in local trade events.

"The federal government has worked hard to open doors to international business opportunities for Canadian exporters. Securing access to markets through trade negotiations and agreements is one of the keys to Canada's productivity and competitiveness," the Minister said.

"This is why we signed the Canada-U.S. Free Trade Agreement and the NAFTA. This is also why bringing a successful conclusion to the Uruguay Round of the multilateral trade negotiations remains a top priority -- so we can gain better access for our products and enhance our prospects for prosperity."

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