

Minister for International Trade



Ministre du Commerce extérieur

Canada

It is a pleasure to introduce this first in a series of publications outlining some of the enhanced opportunities for Canadian exporters in the United States market. This overview contains basic information on 80 product sectors, each of which offers significant competitive possibilities for Canadians in that market. Separate documents will be published shortly for each product group to provide more complete analysis, as well as some specific leads and contacts for exporters. This booklet contains a Reader Service Card which you can use to obtain the sector studies of interest to you as soon as they become available and additional information on my department's programs to assist you.

I hope you will also keep in mind that the trade experts in the Department of External Affairs are ready to assist you in developing your export business. Our trade commissioners throughout the world are ready with advice on local market conditions, potential agents, distributors and customers. Our staff based in Canada can help you choose among an array of opportunities abroad. They have valuable advice on regions most suited to your own strategies, on the programs we have ready to assist your export plans, and on the trade shows and other events which may be of use to you in assessing markets and in showcasing your products and services.

The next decade will be an era of unparalleled opportunity and challenge for Canadian exporters. The Canada-U.S. Free Trade Agreement will break down tariff barriers and provide us with more free and fair access to the American market. We hope, similarly, to achieve freer trade with all our partners under the latest round of multilateral trade negotiations under the GATT.

Agreements can provide the framework and the opportunity for greater export success. Effort and dedication by all Canadians will guarantee that we take full advantage of the new opportunities. The Government of Canada stands ready to help. I am confident you will find our programs and expertise to be valued tools in turning today's opportunity into tomorrow's reality.

A handwritten signature in cursive script, reading 'John C. Crosbie'.

John C. Crosbie