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MARKETPLACE '85 RESULTS

The Minister for International Trade, the Honourable James Kelleher, said today he was pleased with the results of Marketplace '85, a program of individual interviews between business people interested in exporting. The interviews were conducted by Canadian Trade Commissioners especially brought to Canada from Embassies and Consulates abroad for the project. The events were held in full cooperation with the Provincial Ministries responsible for Trade.

Marketplace '85 took place during the month of March in 19 centres across Canada. Although the final results are not yet available, preliminary information indicates that over 6,000 interviews were conducted by Trade Commissioners, and an additional number by various other experts representing the Canadian International Development Agency, the Export Development Corporation, the provinces and the regional offices of the Department of Regional Industrial Expansion.

The programme was targeted at small and medium size firms. Most of the companies registered fell into this category. A sizeable portion of the registration consisted of firms that have never exported before and many were not aware of export assistance programs available to them by Federal or Provincial governments. Many of those firms have very good export potential due to the foreign demand for their products. New export business will definitely be generated through the exercise.

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