

Team Canada '98 Scores Record Number of Deals

At the time of going to press, the Team Canada '98 Mission to Latin America has just returned to Canada. CanadExport will feature more reports on the mission in future issues. The mission concluded with a record 306 deals. More than 140 companies or approximately 27 per cent of Team Canada participants signed deals — most of which were small and medium-sized businesses and educational institutions from all 10 provinces.

"The success of the unprecedented number of small and medium-sized businesses on this year's mission is a tremendous source of pride for Team Canada," said Prime Minister Chrétien. "They have set a powerful example, showing the diversity and breadth of opportunities for other entrepreneurs. It is the kind of momentum we need to get more Canadians involved in international trade and secure more jobs and economic growth."

The total signings are composed of 117 contracts, including supply agreements concluded by the Canadian Wheat Board, as well as 176 agreements in principle and 13 investments. Canada's Export Development Corporation also signed 18 agreements establishing lines of credit and related facilities to help Canadian exporters pursue opportunities in the region.

In Chile, on the last leg of the mission, the Prime Minister and Team Canada witnessed the signing of 66 new business deals. The deals signed included 28 contracts and 38 agreements in principle, including memoranda of understanding and letters of intent.

"Team Canada has clearly demonstrated to our Latin American partners the strength of Canada's commitment to the region," said Prime Minister Chrétien. "The

agreements we have reached here in a variety of sectors, ranging from high technology to educa-

tion and training, are an important investment in our relations in both the short and the long term."

An American Perspective — Continued from page 1

Ms. Couture was also able to put her in contact with some women that she would not otherwise have met.

"I just wish," added Ms. Amore, "that the official one-on-one appointments had lasted a little longer than the dedicated 15 minutes."

Government support appreciated

American participants were particularly impressed by the fact that Canada's International Trade Minister, Sergio Marchi, spent the entire week with the mission. The hope was expressed among the Americans that U.S. Secretary of

Commerce William Daly's presence at the luncheon offered in his honour by Mr. Marchi was a signal of a greater commitment to women-owned businesses in the United States than has been previously experienced.

Expressing their thanks to the Canadian Embassy in Washington for the dedication and time invested in the mission, the Americans also voiced their hope that the U.S. government will take notice of the event and show the same initiative for women-owned businesses in the United States.

Continued on page 11 — An American

CanadExport

ISSN 0823-3330

Editor-in-Chief: Amir Guindi
 Managing Editor: Don Wight
 Associate Editor: Louis Kovacs
 Design: Bolte Noire
 Layout: Yen Le

Circulation: 70,000
 Telephone: (613) 996-2225
 Fax: (613) 996-9276
 E-mail:
 canad.export@extott23.x400.gc.ca

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from CanadExport.

CanadExport is published twice monthly, in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communication Strategies and Planning Division (BCF).

CanadExport is available in Canada to interested exporters and business-oriented people. For a subscription, call (613) 996-2225. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.