
Media Advisory

February 16, 2004

No. A/13

PETERSON TO WELCOME RESULTS OF 2004 KPMG STUDY

On February 18, KPMG will release the results of its 2004 *Competitive Alternatives* international business cost study, which will present a comparison of business costs in 11 industrial countries in North America, Europe and Asia Pacific. International Trade Minister Jim Peterson will receive the Canadian results at an official press conference. Study author Stuart MacKay will take journalists through the methodology in a technical briefing prior to the press conference.

Event: Technical briefing
Date: Wednesday, February 18
Time: 10:00 to 11:00 a.m.
Location: Toronto Stock Exchange Broadcast and Conference Centre
The Exchange Tower
130 King Street West
Toronto, Ontario

Event: Press conference
Date: Wednesday, February 18
Time: 11:00 to 11:30 a.m.
Location: Toronto Stock Exchange Broadcast and Conference Centre

Event: Opportunities for interviews
Date: Wednesday, February 18
Time: 11:30 a.m. to 1:30 p.m.
Location: Toronto Stock Exchange Broadcast and Conference Centre

For more information, please contact:

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