



News Release

Communiqué

No. 125

June 15, 1992

WILSON RELEASES FIRST INTERNATIONAL TRADE BUSINESS PLAN

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today released Canada's first-ever International Trade Business Plan.

"This is a practical, hands-on document that will help Canadian businesses establish plans and priorities for foreign market opportunities in the coming year," Mr. Wilson said, during a Toronto speech wrapping up national Investment Month activities.

As a business tool, the Plan includes a list of 1992-93 government-sponsored market development activities in all major sectors and all regions of the world.

"By presenting a cohesive International Trade Business Plan to industry, the provinces and the public at large, the government is helping to direct exporters and potential exporters to promising markets by outlining the federal programs and activities that can open doors to those markets," the Minister said.

"The market development focus of this Plan will also enhance exporters' ability to take advantage of the growing opportunities created by the Canada-U.S. Free Trade Agreement and the new markets that will flow from a successful North American Free Trade Agreement and the Uruguay Round of Multilateral Trade Negotiations.

"We are also issuing this Plan to generate comment from business, to help ensure that our priorities and objectives are in balance," Mr. Wilson added.

The Plan was developed in close consultation among External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Investment Canada. It will result in a