



## News Release

## Communiqué

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### WILSON LAUNCHES ACCESS NORTH AMERICA PROGRAM TO PROMOTE NAFTA OPPORTUNITIES

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today launched a major new trade initiative to help Canadian companies to take advantage of opportunities arising out of the North American Free Trade Agreement (NAFTA).

The program, called **Access North America: Making the NAFTA Work for Canadians**, is an important component of the government's response to the Prosperity Initiative Action Plan.

"Now that the NAFTA legislation has been introduced in Parliament, we have set the stage for new trade and investment opportunities in North America," Mr. Wilson said. "Access North America will help companies to turn those opportunities into sales and jobs."

The total cost of this program will be \$27 million over four years. The funds represent a new commitment by the government to develop Canada's trade with one of the most dynamic economies in the world.

"Mexico is a fast-growing economy that will need environmental services, telecommunications products, infrastructure expertise, new technology, and other goods and services that Canada produces. Many Canadian businesses have already begun to show increased interest in the Mexican market -- simply because of the exposure given to that market by the NAFTA negotiations," the Minister said.

"Access North America will help these and other Canadian companies to build a strong and lasting presence in Mexico. This comes directly on the heels of the official opening last month of a new Canadian Trade Office in Monterrey, site of last year's highly successful Canada Expo '92 trade show," Mr. Wilson said.