



World trade and economics are rapidly changing, and this trend is most noticeable in Eastern European markets. Many Canadian companies are responding to these changes by becoming more active in the Russian, Ukrainian and Kazakhstan markets.

This booklet introduces some of Canada's top companies, which are accompanying me on this trade mission. In this period of decisive restructuring, trade, technology transfer and investment opportunities that attract Canadian companies will help support the important reforms now sweeping your regions. Canada's industrial and technological capabilities are ideally suited to your economic needs.

The many strong similarities our countries share — geography, weather, natural resources — reinforce our rapidly developing commercial ties. Canada's diverse, skilled work force has roots in the cultural background of your countries and, therefore, has a clear understanding of the needs of your regions' consumer base.

Canadian companies offer high-quality, competitive and highly advanced technologies for joint ventures in a variety of sectors, including energy, aerospace, agro-food, engineering, transportation, forest industries, mining and metallurgy, and professional services.

The freer market systems, price reforms and privatization efforts in your countries have opened the gateway for government and industry to work together to expand infrastructure, improve finances, convert defence industries and improve management efficiency.

I am convinced that, as the business framework strengthens and improves, more and more representatives of Canada's business community will take the opportunity to enter into active alliances with your companies to help spur on our mutual economic growth.

The participation of the Canadian companies, represented on this trade mission and others, will help ensure prosperity for all parties through expanded trade and investment.

We are on the brink of tremendous achievements, and this mission is a beginning in a process that I believe will provide a brighter and more prosperous future for us all.

Michael Wilson

Minister of Industry, Science and Technology and Minister for International Trade