

News Release

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EXPORT MARKETPLACE 1989

The Minister for International Trade, John C. Crosbie today announced the launch of Export Marketplace '89. A continuation of national Canada Export Trade Month activities held during October, Export Marketplace '89 will be held from October 30 through November 17. It brings Trade Commissioners from more than 50 Canadian missions worldwide together with exporters, for one-to-one meetings in eleven centres across Canada. As an added feature this year, teams of Trade Commissioners will also travel to 54 smaller Canadian cities to conduct scheduled briefing sessions with small and medium-sized businesses.

"Marketplace '89 has something to offer current Canadian exporters and businesses which are export-ready. At Marketplace sites, exporters get the opportunity to discuss economic trends and expansion possibilities in targeted market areas with Trade Commissioners from those areas. At the same time, companies new to doing business outside Canada can discuss their export potential with those best placed to give them informed advice about selling their products," said Crosbie.

In fiscal year 1988/89, Canada's 818 trade officers helped Canadian businesses generate \$5.1 billion worth of exports. Trade officers worldwide handled over 130,000 enquiries by Canadian exporters, and almost 124,000 enquiries from foreign importers interested in doing business with Canada. "These trade officers are a vital link between Canadian exporters and international markets. Our Trade Commissioners rank with the best in the world," Crosbie said.

At Export Marketplace '89, exporters and potential exporters will have the opportunity to meet with sectoral specialists from External Affairs and International Trade Canada, as well as representatives from the Federal Business Development Bank, the Canadian International Development Agency and the Export Development Corporation. Trade specialists from the local International Trade Centre will be on hand to provide information on export assistance and trade development programs. Canadian Trade Commissioners, who represent Canadian interests at the World Bank and various Development Banks, will also be available to tell interested businesses how to bid successfully for Bank projects.

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