



No. 189

October 4, 1993

## EXPORTVISION BRINGS EXPORT MARKETS TO CANADA'S DOORSTEP

The Honourable Tom Hockin, Minister for International Trade, today announced the launch of ExportVision -- a trade development program designed to help Canadian exporters gain new markets for their products and services.

ExportVision is a featured event of Canada International Trade Month, an annual initiative that celebrates the success of Canadian exporters and encourages and assists enterprises to pursue international business opportunities.

"In today's competitive economic climate, Canadian exports are leading Canada out of the worldwide recession," Mr. Hockin said. "Our high standard of living and the quality of our social programs depend, to a large degree, on exports. To export successfully we need to penetrate and develop world markets for Canadian products and services."

As part of ExportVision, more than 70 trade officers from External Affairs and International Trade Canada's foreign and domestic offices will meet with exporters and potential exporters in some 45 Canadian cities to discuss market opportunities.

"ExportVision brings Canada's trade experts together with the experts in business -- the exporters and soon-to-be exporters who show every day that Canadians can compete with the best in the world," the Minister said.

From October 18 to 22, trade officers will focus on four industry sectors: fish; health-care products and services; industrial and electrical equipment and technology; and mining equipment and services. In November, during the second phase of ExportVision, trade officers will meet with exporters interested in the agriculture-food sector.

"Our trade officers know exactly where the market opportunities are -- in what countries, in what regions and niches -- now, and in the future. They also know how to go