



OCTOBER IS CANADA EXPORT TRADE MONTH

Why do we have such a high standard of living? How can we afford national health insurance, unemployment insurance and old age pensions?

In one word -- exports.

When you cash your cheque this month, consider these facts:

- Three million Canadian jobs depend on trade.
- Exports generate over \$5,000 for every man, woman and child in this country every year.
- And, we Canadians export approximately one-third of everything we produce.

Let's face it. Trade is our bread and butter.

That's why External Affairs and International Trade Canada has sponsored Canada Export Trade Month every October since 1983. Through seminars, workshops, and other activities, from October 2 to November 17, Trade Month promotes the benefits of export trade to individual companies, their communities and all Canadians. It also gives the Department opportunities to explain the trade programs and services it offers to the Canadian exporters.

Trade Month - it's all about recognizing how important trade is to our well being and the people who help make it happen.