

News Release

Minister for
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ATLANTIC CANADA TRADE, TOURISM AND INVESTMENT INITIATIVE IN NEW ENGLAND ANNOUNCED

International Trade Minister John C. Crosbie today announced the launch of an initiative which will assist businesses from throughout the Atlantic provinces to expand and diversify their activities in New England.

"The Free Trade Agreement has created a wide variety of significant new opportunities for Canadian companies in the New England states," Mr. Crosbie said. "The Atlantic Canada Trade, Tourism and Investment Initiative in New England reflects the federal government's continuing commitment to supporting Atlantic Canada businesses in taking full advantage of these opportunities."

Missions from Atlantic Canada will be organized to develop markets in New England in the following areas: fish technology, frozen lobsters, under-utilized fish species, environmental services, construction, defense, ocean technology, software, and building materials. As well, External Affairs and International Trade Canada (EAITC) officials will lead 10 New Exporters to Border States (NEBS) missions to New England this year. This will expose over 200 companies from throughout Atlantic Canada to new export markets in New England.

Another key focus will be the launch of an "Invest in Atlantic Canada" Conference, to be held in Boston to attract manufacturing and services industry representatives. And, as a further step in fostering economic expansion and diversification, assistance for the development of Atlantic Canada's tourism potential will be provided through two tourism missions.

"This innovative initiative represents a new approach to supporting Atlantic Canada companies. Working closely with the skilled and experienced staff of the Canadian Consulate in Boston, companies will be able to forge new business relationships and explore the promising new markets in New England created by the FTA," said Mr. Crosbie.

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