

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
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WORLD MARKET TRADE DEVELOPMENT PROGRAM ANNOUNCED

International Trade Minister John C. Crosbie today announced a five year, \$57 million World Market Trade Development program. This specialized package of trade development initiatives and services is designed to assist small and medium sized businesses in taking advantage of the new opportunities which will arise out of the Free Trade Agreement, and in developing export markets overseas with particular focus on the Asia/Pacific region and Europe.

"Trade is at the centre of the government's economic agenda," said Minister Crosbie. "Through the Free Trade Agreement with the United States and our continuing emphasis on the multi-lateral trade process, we have put in place a trading framework to ensure Canada's future success."

"Now, commencing with the introduction of these trade development initiatives, we are following through and placing new tools into the hands of exporters, to help them take full advantage of new export opportunities. Given the importance of exports to Canada's economy, this enhances future growth and job creation projects across the country."

"We are undertaking a new program to assist exporters to the U.S. in diversifying overseas; we are enhancing the highly successful New Exporters to Border States Program and the WIN Exports programs to the Asia/Pacific region and Europe; we are introducing a new program, New Exporters to the U.S. South, to assist exporters already successful in the Northern U.S. to develop new markets in southeastern or southwestern states; we are increasing support to associations concerned with developing exports; and more. It all adds up to a package of programs that will make the Canadian export community a force to be reckoned with, as never before, in both the U.S. and overseas markets."

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