

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
Commerce  
extérieur

No. 033

February 20, 1989.

## TOWARDS 1992:

### WESTERN EUROPE TRADE PROMOTION ANNOUNCED

International Trade Minister John C. Crosbie today announced that a series of symposia will be held in six centres across Canada in late February. The symposia are designed to inform Canadian business people about new opportunities which will open up as Europe moves towards an integrated market in 1992.

Canada's High Commissioner to the United Kingdom, the Honourable Donald Macdonald and Mr. Claude Charland, Canada's Ambassador to France will advise symposia participants about the changing business climate in the UK and France. Representatives of export firms from various industry sectors will also share marketing strategies which have made their companies successful in these countries.

"As we approach 1992, the European market will become even larger for the full range of Canadian goods and services, and will serve as a greater source of investment capital and technology," said Mr. Crosbie. "Canadian business must prepare itself to face this changing situation and strive to compete innovatively in both new and traditional market areas," noted the Minister.

The UK and French markets will be critical to Canada's export success in the Europe of 1992. The UK is Canada's most important trading partner within the EC and Canada's third largest export market after the United States and Japan. Canada's exports to the UK were well over \$3 billion in 1988. Exports to France increased approximately 20 per cent in the past year. Growth in the aerospace industry was especially strong and traditional markets continue to expand.

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