



# communiqué

N°: 153  
No.:

OCTOBER 30, 1984

## TRADE MINISTER TO ADDRESS DALHOUSIE BUSINESS CONFERENCE

The Minister for International Trade, the Honourable James Kelleher, will make the keynote address at a conference sponsored by the Dalhousie University Centre for International Business Studies in Halifax - November 1. The event is co-sponsored by the Canadian Export Association and the Atlantic Provinces Economic Council, and has as its theme "Competing in World Markets: New Challenges, New Opportunities".

During the three day conference (October 31 - November 2) speakers from both government and the private sector will address international trade issues of concern to Canada. Among the topics for discussion are joint ventures, export financing, the use of trading houses and marketing strategy. Mr. Kelleher will speak on major issues in trade policy.

The Dalhousie conference marks the end of Export Trade Month 1984, a month-long series of events across Canada underlining the importance of exports to Canada's economic well-being. Among the 250 events held during October were trade conferences in all ten provinces, the opening of an Export Information Centre in Ottawa, and the presentation of Canada Export Awards to 14 companies in a special ceremony in Toronto.