



news release

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MACLAREN WELCOMES PRIVATE SECTOR REVIEW OF TRADE PROGRAMS

The Honourable Roy MacLaren, Minister for International Trade, today welcomed the final report of the International Business Development Review (IBDR), prepared by a private-sector steering committee chaired by L.R. "Red" Wilson, Chairman, President and Chief Executive Officer of Bell Canada Enterprises Inc. of Montreal.

In July 1994, Mr. MacLaren asked the committee to examine whether the Government's existing international business development programs and services should be changed to reflect current world conditions, taking into account the current fiscal restraints faced by the Government.

"Overall, the committee's message is clear: sharpen the focus of programs, streamline operations, and better co-ordinate activities among federal departments and between the federal and provincial governments. These are goals I can readily accept," Mr. MacLaren said.

"The recommendations will also be useful in helping the Government respond to our Red Book promise to review and revitalize the Trade Commissioner Service, in this, its centenary year."

The Minister pointed out that the consultative process which produced the IBDR reflects the Government's ongoing commitment to client-driven service. He thanked the committee members for their time and effort in preparing "a timely and challenging" report.

The committee's recommendations will be considered together with recommendations of the current Foreign Policy Review.

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For more information, media representatives may contact:

Media Relations Office
Department of Foreign Affairs and International Trade
(613) 995-1874