

News Release

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EUROPE 1992

EXPORTING HEALTH CARE PRODUCTS

International Trade Minister John C. Crosbie today announced that a seminar entitled "Europe 1992 and Canadian Business - Quality Management in Health Care" will be held in Ottawa on Monday April 9, 1990. The seminar is part of a series of Europe 1992 conferences sponsored by External Affairs and International Trade Canada.

Designed for Chief Executive Officers, the day-long conference will focus on the impact of European Community (EC) regulations on Canadian health care companies seeking to export medical devices to the EC, particularly in regard to registration processes and standards.

Mr. Crosbie noted that Europe is one of the major markets included in Canada's "Going Global" export strategy.

"By penetrating the European Common Market, the Canadian medical engineering sector will be able to realize its potential to compete on a global basis. However, there are many challenges to be met. This seminar should help to explain how to overcome those challenges," Mr. Crosbie said.

Seminar chairman, Dr. Alfred M. Dolan, President of Health Care Technology and a technical advisor to the Canadian Hospital Association, added that maintaining high standards for quality has helped place Canadian medical engineering at the forefront of the biotechnology industry.

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