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TRADE MINISTER OPENS EXPORT INFORMATION CENTRE

The Minister for International Trade, the Honourable James Kelleher, announced today the official opening of the Export Trade Information Centre. The Centre is located in the lobby of the Lester B. Pearson Building, 125 Sussex Drive, Ottawa (Department of External Affairs).

The Export Trade Information Centre is intended to be the focal point in Ottawa for export trade inquiries from the Canadian business community. The Centre provides toll-free telephone access from all provinces and also serves as a "walk-in" facility where business people can obtain information and advice from experienced trade officers. Professional staff are on hand in the Centre to arrange appointments and provide other assistance to the business person interested in exporting.

The Minister noted that the Centre is part of the federal government's campaign to encourage and assist Canadian firms to pursue opportunities in foreign markets. "The Centre is already receiving an average of 60 calls a day", the Minister said, "and this suggests that it meets a real need. We have given it a permanent and visible location in the lobby of the External Affairs building so that it will be easily accessible to business people".

The opening of the Centre is one of the events planned for Export Trade Month, a month long series of meetings and special events designed to highlight the importance of export trade to Canada's economy.

The Export Trade Information Centre can be reached by telephone at 1-800-267-8376.