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HiTEC '91 WILL LINK INDUSTRY TO INTERNATIONAL MARKET OPPORTUNITIES

International Trade Minister John C. Crosbie announced today the opportunity for Canada's advanced technology industry to explore potential worldwide markets at The High Technology Export Conference, HiTEC '91, at the Ottawa Congress Centre from February 27 to March 1, 1991.

Sponsored by External Affairs and International Trade Canada, the conference will assemble more than 50 trade commissioners from Canadian posts abroad and 20 government departments and agencies to assist advanced technology industries in exporting their products and services to international markets.

In addition, technology development officers from major posts will be in attendance to assist companies interested in sourcing technology from abroad.

"Increasingly, the competitive strategies of companies are based on a complex mix of technological advancement and marketing prowess," said Mr. Crosbie. "This unique conference will give members of Canada's advanced technology industry the opportunity to discuss strategies for exporting products and services worldwide."

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