

The task for Canadian companies is thus to become better informed and to take a pro-active approach in securing access to this new unified market. To that end, the ministerial visit will be concerned with encouraging technological partnership, supporting ongoing investment and promoting new avenues for expanded trade and investment within both Canada and the EC.

The European Community is our second largest trade and investment partner. Canadian imports in 1987 were \$13.5 billion; exports, \$9.1 billion. Trade is rising steadily in both directions: exports were up 19% in 1986, 16% in 1986 and 6% in 1987.

EC investment in Canada in 1985 was \$14.2 billion; Canadian investment in the EC, \$6.5 billion.

CANADA AND ITALY

In Italy, the prospects for strengthening our bilateral trade relations are favourable, given the linkages that exist, including participating in international economic groupings such as the G-7 Finance Ministers and the existence of a strong Italian community in Canada.

Relations will be further enhanced by meetings of the Working Group on Canadian-Italian Trade and Economic Co-operation. Twelve senior executives of Canadian companies will accompany the Minister to explore various economic interests and to build up new trade and investment links, particularly in the area of high technology.

The following corporations and associations will be represented:

Council of Forest Industries (British Columbia)
Potash Corporation of Saskatchewan
UTDC (Ontario)
MENASCO (Ontario)
CAE Electronics (Quebec)
Conpak Seafoods Inc. (Newfoundland)
John Labatt's Ltd. (Ontario)
DMR Associates (Quebec)
PARTEC LAVALIN (Alberta)
J. H. Lock & Sons Ltd. (Ontario)
Canadian Manufacturers' Association (Ontario)
Corporate Properties Management Ltd. (Ontario)