

International Trade Canada and representatives from the International Trade Centres, the Federal Business Development Bank, the Canadian International Development Agency and the Export Development Corporation will discuss recent developments in key sales areas and answer questions about their export assistance and trade development programs. Our Trade Commissioners responsible for marketing goods and services to the World Bank and various Development Banks will also be on hand to help interested businesses in their search for new and expanded markets. In addition to these eleven centres, teams of Trade Commissioners will also travel to 40 smaller Canadian cities to conduct scheduled briefing sessions with officials representing small and medium-sized companies.

Marketplace '89 has something to offer businesses which are already exporting, and those which are export-ready. At Marketplace sites, current exporters get the opportunity to discuss economic trends and expansion possibilities in targeted market areas with Trade Commissioners from those areas. At the same time, companies new to doing business outside Canada can explore their own export potential with those best placed to give them informed advice about selling "next door" to the United States, or to developing markets in the Asia-Pacific region, Europe, Africa or Latin America and the Caribbean.

Personal service, seminars, briefing sessions, "how-to" workshops and a myriad of related special activities make this fifth annual Marketplace event invaluable to any Canadian business that is ready to expand, or establish, a global clientele.

Trade Promotes Prosperity

Canada Export Trade Month and Export Marketplace '89 are a reflection of the importance of trade to our economy. In Canada, international trade accounts for three million jobs and one-third of all that we produce. In other words, our jobs, our standard of living and our way of life, depend on how well we respond to changes in the global marketplace.

The past year in international trade has been a busy one for Canada. The signing of the Canada-U.S. Free Trade Agreement was not only a major milestone in our nation's trading history, but an indication of the challenges that lie ahead in world markets. It is now becoming clear that to succeed in today's global economy, Canadians must be competitive not only with our neighbours to the South, but with the European Community and the Asia-Pacific region.

As a nation, Canada is living proof that trade promotes prosperity. Canada Export Trade Month and Export Marketplace provide exporters with the opportunity to reflect on the challenges that will confront them in the fast-paced international marketplace. External Affairs and International Trade Canada is there to help provide exporters with the expertise and information they need to meet these challenges, as well as to communicate to all Canadians that our ability to compete will determine what place we will occupy in the global economy in the years to come.