



### Message from the Minister for International Trade

This year's Team Canada mission, which will travel to Japan from September 11-18, will promote and advance our bilateral trade and investment interests in this important market. Led by the Prime Minister, this mission will also be accompanied by the provincial Premiers and Territorial Leaders as well as municipal representatives and other government officials.

In Japan, Canada's second largest trading partner, many new opportunities have emerged as a result of structural changes in the economy, shifting demographic patterns, industrial restructuring and on-going de-regulation efforts. Your participation on the mission will expose you to Japan at a time of transformation and will highlight many of the business opportunities which exist there. While Canada's trade with Japan was traditionally built on our resource sectors, the recent changes in the Japanese economy offer many new trade and investment opportunities, particularly for advanced and new Canadian technologies.

By drawing on the prestige of Canada's Prime Minister, Provincial Premiers, Territorial Government Leaders and municipal leaders, this mission will open

numerous doors for Canadian companies in the region. Previous missions to Asia-Pacific in 1994, 1996 and 1997, and to Latin America in 1998, have proven that Team Canada missions are an effective introductory tool to new markets. Moreover, participation on this mission will create opportunities to network with overseas contacts, expedite negotiations and contract closure, and increase prospects for bilateral business cooperation. Clearly the Team Canada concept works for Canadians since now, more than ever before, Canadian businesses are taking on the global competition and winning.

I hope that you will discover the positive impact that being a member of Team Canada 1999 can have on your business activities.

Yours sincerely,

Pierre S. Pettigrew