

News Release

Communiqué

Minister for
International
Trade



Ministre du
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MINISTER BRINGS TRADE MESSAGE TO OVER 50 TRADE
AND INDUSTRY ASSOCIATION REPRESENTATIVES

In a speech to over 50 trade and industry association representatives today, International Trade Minister John C. Crosbie announced improvements to the Government's trade communication efforts and to the Program for Export Market Development (PEMD).

In addition to releasing the first annual trade report by External Affairs and International Trade Canada as well as a new version of the department's trade newsletter, *CanadExport*, Mr. Crosbie announced a number of improvements to PEMD, which are based on industry recommendations.

The changes make all industry associations eligible to PEMD special activity funds, add the United States as an admissible location for PEMD support for the establishment of sales offices, create a discretionary fund to support projects which previously were not eligible for PEMD support, allow Crown corporations to participate in government-planned trade fairs and missions with private sector partners and improve the reporting and repayment scheme for industry initiated trade fairs and visits.

The Minister emphasized that the private sector had a crucial role to play in Canada's future as a trading nation. He said "Canada's fate as a trading nation is as much in your hands as it is in ours."

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