

News Release

Minister for
International
Trade



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INTERNATIONAL TRADE MINISTER CROSBIE TO LAUNCH THREE NEW U.S. TRADE SATELLITE OFFICES

International Trade Minister John C. Crosbie today announced that he will officially open three new satellite trade offices in San Diego (Jan. 25), Miami (Jan.31), and San Juan, Puerto Rico (Feb.2). In addition, Mr. Crosbie will play an active role in assisting several delegations of Canadian business people in developing new markets.

"These three new trade offices are strategically placed," said Mr. Crosbie. "They will assist Canadian exporters to take full advantage of improved market access under the Free Trade Agreement by broadening market penetration in several of the fastest growing metropolitan regions in the United States.

"The FTA spells increased opportunities. And I would like to invite all Canadian business people to join the over 10,000 Canadian small and medium-sized firms who, in 1989, took advantage of External Affairs and International Trade Canada's trade promotion programs in the U.S.

"During my trip to open new satellite offices, I will be associated with two New Exporters to Southern States (NEXUS) Missions -- a mission of electronic components exporters in San Diego, and a mission of residential furniture exporters in Miami."

In Puerto Rico, the Minister will be leading an Atlantic Canada Business Leaders Mission, and will meet with the Governor. Mr. Crosbie will also officially open the Canadian stand at the Hardware/Houseware Show of the Caribbean, at which Canadian companies will be exhibiting their products.

"The NEXUS program is proving to be an invaluable tool for introducing Canadian exporters to rapidly expanding U.S. markets," said Mr. Crosbie. "Experience shows a return of some \$100 dollars in orders for every dollar spent by the government in U.S. trade development. I am pleased to participate in a process that provides an effective focal point for the efforts of enterprising Canadian companies."

Mr. Crosbie will be meeting with major U.S. seafood buyers and processors, as well as senior officials of fisheries research institutes during his trip, to discuss fisheries management issues and export market opportunities for Canadian fish products.

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