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CROSBIE AND PILKEY ANNOUNCE A CONFERENCE ON THE NEW EUROPE FOR CANADIAN BUSINESS LEADERS

International Trade Minister John C. Crosbie and Ontario Minister for Industry, Trade and Technology Allan Pilkey today announced that a major conference, Europe in Transition, is to be held at the Delta Chelsea Inn in Toronto on Tuesday, January 15, 1991.

The conference will provide Canadian business representatives with the information and strategies needed to meet the challenge of a unified European Community (EC) market in 1992. The conference will feature specialized workshops focusing on the aerospace, environment, computers and telecommunications, and financial services sectors, and will look beyond the EC single market to examine the developments in the European Free Trade Association (EFTA) countries and Eastern Europe.

"A market of this size and wealth presents the Canadian business community with challenging opportunities," said Mr. Crosbie. "The potential is there for Canadian enterprises to increase trade, investment, technology transfer and joint ventures in the new Europe."

"The European Community is Ontario's second largest trading partner. But we cannot afford to be complacent. It is important that we move now to strengthen our ties and take advantage of the many new opportunities afforded by this vibrant and growing market," said Mr. Pilkey.

The conference is part of the federal government's "Going Global" strategy designed to help Canadian exporters identify the trade and investment opportunities emerging in the increasingly global markets. Since its implementation,