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## INVESTTECH '90 PROMOTES INTERNATIONAL TRADE

### IN TECHNOLOGY AND INVESTMENT

International Trade Minister John Crosbie today announced that working sessions will be held across the country with Canadian businessmen and women in order to outline the benefits of attracting technology and investment from other countries. InvestTech '90, as the series of sessions is called, will help Canadian businesses meet the competitive challenges of the new world economy.

"The increasingly competitive international economy is forcing business all over the world to look beyond traditional national boundaries. Canadian businesses, especially those without research and development capability, will prosper if they join in the international search for existing technologies and sources of investment," Mr. Crosbie said.

During InvestTech '90, experts from Canadian embassies abroad will be visiting 12 Canadian cities between April 30-May 10, 1990, to host working sessions for small and medium-sized businesses wanting to acquire technology and investment from other countries.

InvestTech '90 is part of the Government's Going Global initiative aimed at improving Canada's trading culture.

InvestTech '90 will demonstrate the benefits of the Investment Development Program (IDP), which is designed to encourage foreign investment to Canada in order to stimulate economic growth, attract new technologies, provide venture equity capital, and create new jobs.

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