



CANADA EXPORT  
TRADE MONTH

LE MOIS  
CANADIEN  
DE L'EXPORTATION

CANADA EXPORT TRADE MONTH (October 1989)

EXPORT MARKETPLACE (October 30-November 17)

Canada Export Trade Month, sponsored by External Affairs and International Trade Canada (EAITC) in collaboration with Industry, Science and Technology Canada, was established in 1983 by federal and provincial trade ministers. Its purpose is to promote the benefits of export trade to individual companies, their communities and to all Canadians.

This year, Canada Export Trade Month is being launched on Monday, October 2 at the Ottawa Congress Centre by the Minister of International Trade, the Honourable John C. Crosbie. Minister Crosbie will honour outstanding exporters from across Canada at the Export Awards Ceremony, an annual celebration of excellence in exporting, held in conjunction with the Canadian Exporters Association Annual Meeting. Fifteen companies from across Canada will be honoured for the ingenuity and perseverance they have exhibited in an increasingly competitive global economic environment.

A variety of national and regional activities have been organized throughout October to make Canadians and in particular, members of the business community, more aware of our country's export capabilities. These include:

- An Outreach to National Sectoral Trade Associations to be held in Ottawa on October 10th. This meeting will bring members of the business community, trade associations, and labour representatives together with the Minister of International Trade and sectoral trade specialists from External Affairs and International Trade Canada, in a two-way exchange of information that will include a discussion on trends in the global marketplace and the department's trade programs and services.
- Regionally, the International Trade Centres located across Canada will co-ordinate a series of events throughout October in cooperation with community-based groups and organizations. Activities such as trade missions abroad and seminars on exporting will assist local companies in their efforts to obtain information on the most effective way to market their goods and services to potential importers.

Export Marketplace '89

As a continuation of Canada Export Trade Month activities, Export Marketplace '89 (October 30-November 17), will once again bring Trade Commissioners from more than 50 Canadian missions worldwide together with exporters for one-to-one meetings in eleven centres across Canada. Sectoral trade specialists from External Affairs and

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