

# CANADA EXPORT



## Focus on Team Canada



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

### *A Message from the Minister for International Trade*

It gives me great pleasure to confirm that the Prime Minister, the Right Honourable Jean Chrétien, will lead a Team Canada Mission to Korea, the Philippines and Thailand from January 8-20, 1997.

The Prime Minister will be accompanied by provincial Premiers, territorial Leaders, cabinet Ministers, and a large delegation of senior Canadian business executives. The principal objective of this mission is to expand further Canadian commercial interests with important trading partners in Asia.

The markets selected for Team Canada 1997 already account for over \$3.6 billion annually in Canadian exports, and are important economic partners for us in this fast-growing region. Rapid economic growth and industrial expansion, and a combined population of over 150 million consumers in these three countries, will ensure that Team Canada participants can capitalize on growing opportunities in these markets.

Industrial sectors of special interest in Korea, the Philippines and Thailand include: telecommunications and informatics, financial services, energy and natural resources development, construction and building products, the environment, transportation, education and cultural industries, and agricultural and food products.

The January 1997 Team Canada Mission builds upon the success of previous visits to China in 1994, to Latin America in 1995, and to India, Pakistan, Indonesia and Malaysia in 1996. An estimated 370 contracts worth \$20 billion were concluded during these missions, contributing effectively to increased sales and employment opportunities for Canadians from coast to coast. On average every \$1 billion in new exports creates or sustains 11,000 jobs in Canada.

The business programmes for the mission, which are being planned in close consultation with the Canadian Chamber of Commerce, will include special presentations to Canadian participants concerning local market opportunities by key business and industrial leaders in these countries. As well, sectoral working group meetings will examine, in detail, prospects for expanded cooperation with local business partners to meet market demand.

Invitations to participate in the Team Canada 1997 Mission have been extended to a number of qualified, internationally active firms from across Canada.

I am confident those companies that avail themselves of the opportunity to participate in Team Canada 1997, whether they are small businesses pursuing niche market opportunities in the region, or large firms with established Asian operations, will find this initiative to be a most worthwhile investment.

Sincerely,

Art Eggleton

## Team Canada: Who Benefits

The benefits of participating in a Team Canada mission are not limited by company size or industry sector. Whether you are a small company with 10 employees interested in developing business contacts in the region, or a large, experienced international enterprise looking to conclude a business agreement, Team Canada 1997 offers

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