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VISIT OF THE MINISTER FOR INTERNATIONAL TRADE

LONDON, ENGLAND

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The Minister for International Trade, James Kelleher, had meetings today in London, England with the Rt. Hon. Paul Channon, M.P., Secretary of State for Trade and Industry. Mr. Kelleher also gave a luncheon address to approximately 150 senior representatives from London's financial and business community. In addition, he convened a round table meeting with Canada's Heads of Mission and senior trade officers in the twelve top markets in Western Europe for Canadian exports.

The focus of all Mr. Kelleher's meetings was to reinforce the message that Europe is a key component of Canada's National Trade Strategy. Western Europe imports approximately \$500 billion worth of goods and services annually from countries outside the European free trade zone (i.e. European Community and the European Free Trade Association). Canada's exports in 1984 to Western Europe totalled \$8.1 billion representing a market share of 1.6%. The potential for growth is vast.

Mr. Kelleher met with senior Canadian representatives from the top twelve export markets to assess the new opportunities that are expected to open up with more favourable exchange rates and a growing European economy. The objective was to chart a course of action that will enable Canada to take full advantage of its improving competitive position in European markets.

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