

Each conference will provide specific information on sectoral opportunities identified in recent research as well as on government services to assist exporters. Business people will have access to trade commissioners from Canada's missions in the United States during geographic and sector workshops which will review successful marketing methods south of the border and explore the new opportunities created by the Free Trade Agreement. Canadian Government officials from the Department of External Affairs and the Department of Regional Industrial Expansion and private industry speakers will also provide concrete advice on how to succeed in the developing new trade environment. Each conference will have a special workshop devoted specifically to the interests of companies who have never before exported.

These conferences will be open to the media.

For more information, please contact the Trade Director of your Regional Industrial Expansion Office (see list attached).