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TRADE COMMISSIONERS MARKETPLACE '85

The Minister for International Trade, the Honourable James Kelleher, has officially launched a major export trade promotion campaign to assist Canadian firms. The purpose of the project, entitled Export '85, is to encourage and assist Canadians not already exporting to enter the field and to assist those already exporting to broaden their product base and their market areas.

The first project under Export '85 is the Trade Commissioners Marketplace '85. Mr. Kelleher has called back 105 trade commissioners from abroad. Using another 25 located in Canada, he has directed them to travel across Canada for individual interviews with Canadian business people. Nineteen-thousand (19,000) invitations have been sent to companies all over Canada bringing this project to their attention and urging them to request appointments with trade commissioners. The commissioners will advise the business people on the conditions, procedures and demand for Canadian products in their country and area of accreditation. The meetings will be held from March 4 to March 28 in eighteen (18) centres across Canada.

.../2