



---

# news release

---

Date **September 14, 1994**

No. 177

For release

## MACLAREN PROMOTES CANADIAN BUSINESS TIES WITH MICHIGAN

The Honourable Roy MacLaren, Minister for International Trade, will visit Detroit, September 15-16, to promote Canadian trade and investment interests in Michigan and offer his support to new Canadian exporters.

Mr. MacLaren will hold discussions with U.S. business leaders, including executives from the Big Three auto manufacturers, retailers, bankers and customs brokers.

On September 15, he will join Canadian companies visiting Detroit as part of the New Exporters to Border States program sponsored by the Department of Foreign Affairs and International Trade and the Government of Ontario.

"Canadian companies, particularly small and medium-sized companies located along the U.S. border, must continue to make efforts to enlarge their presence in the U.S. market," Mr. MacLaren said. "There is no better time than the present, with trade between Canada and the United States at record levels, to raise the profile of Canadian goods and services and find new customers."

With total two-way trade between Canada and Michigan at nearly \$61 billion, mainly in automotive products, the state is a larger market for Canadian goods than Japan.

On September 16, the Minister will address the Canada-U.S. Business Association, an organization representing area businesses on both sides of the border.

"Given the enormous volume of Canada-U.S. trade, and the growing importance of Mexico under the North American Free Trade Agreement (NAFTA), it is important that our three countries vigorously pursue the unfinished NAFTA business — the reform of trade remedy laws — so as to provide the business community with a more predictable trading environment in which to operate," Mr. MacLaren said.