



News Release

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MINISTER ANNOUNCES SEMINARS ON EUROPE '92

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced a fall program of 17 Europe '92 seminars across Canada. They will help Canadian companies compete in the single market of 340 million consumers being established within the 12 member countries of the European Community (EC).

"These seminars are an element of the Government's \$94-million Going Global program that helps Canadian companies compete in Europe, the United States and the Pacific Rim," Mr. Wilson said.

"Many seminars in this latest series will tie in with events planned during Canada International Trade Month (CITM) this October. CITM will celebrate Canada's past achievements in the world of international trade and look ahead to new opportunities and successes."

To date, 19 of these seminars have been held. They focus on sectors of interest to a particular region, bringing in specialists in these fields and distributing the results of in-depth research.

The 17 seminars and workshops, scheduled between October and December, will deal with the impact of Europe '92 on wood products, ocean industries, software industries, environmental industries and services, joint venturing with Western European companies in Eastern Europe and standards.

The EC is Canada's second-largest trading partner. Canadian exports to the EC totalled \$11.5 billion in 1990. Imports were \$15.6 billion. Canadian direct investment in the EC reached \$17.8 billion in 1990; EC direct investment in Canada totalled \$30.2 billion.

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