

Minister for
International
Trade



Ministre du
Commerce
extérieur

No. 181

August 18, 1988.

FREE TRADE CONFERENCE SERIES FOR NEW EXPORTERS

International Trade Minister John C. Crosbie today announced a second series of conferences designed to assist Canadian companies in exploring trade opportunities flowing from the Canada-U.S. Free Trade Agreement. The first of these business-oriented meetings will take place in Hamilton on August 24th, with similar events to be held in 17 cities across Canada beginning in early September.

"We were delighted to see that approximately 4500 business people benefitted from the earlier conferences", noted Mr. Crosbie, "and we want to continue helping Canadian firms with export potential, particularly those who are new to international marketing, to orient themselves to take advantage of the expanded business opportunities the FTA represents".

The September conferences will be co-sponsored by the Department of External Affairs and local business organizations, such as the Chambers of Commerce, to ensure the program content addresses private sector interests fully. "Cooperation with local sponsors is also critical in guaranteeing that the individual meetings in each city respond to the specific regional needs of various business audiences", stated the Minister.

The half-day conference program in each city consists of an introduction to the Free Trade Agreement and its impact on the local economy. Following this, exporters from the local community will outline what's needed to be successful in the U.S. market based on their own experiences.

.../2

Federal officials will then review for participants the full range of government services and programs which are available to assist Canadian exporters. Finally, one of Canada's U.S.-based Trade Commissioners will speak on opportunities and strategies for exporter success in the American market. An ample question-and-answer period will wind up the session.

Publications providing additional information on all elements touched upon by the program will be available at each meeting.

These conferences are open to the media.

CONTACT: Abbie Dann
Media Relations Office
Department of External Affairs
(613) 995-1874