

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
extérieur

No. 059

March 28, 1990

CONFERENCE ON PACIFIC RIM BEEF EXPORT OPPORTUNITIES

TO BE HELD IN CALGARY

International Trade Minister John C. Crosbie announced today that a two-day seminar on selling beef in the Pacific Rim markets, with special emphasis on Japan, will be held at the Calgary Convention Centre, March 29-30. The seminar is jointly sponsored by External Affairs and International Trade Canada (EAITC) and the Canada West Foundation. The conference is entitled "Beef Export Opportunities in the Pacific Rim: Competition, Constraints and Cooperation."

Mr. Crosbie announced Federal support for the conference under the Pacific 2000 trade initiative which is part of the government's Going Global market development policy established in October 1989.

Mr. Jack Shields, MP (Athabasca) and Parliamentary Secretary to Mr. Crosbie, will speak on the Minister's behalf at the Conference luncheon on March 29th.

"I am pleased to be announcing the Government's continuing contribution to the effort to secure better access to the Japanese market for Canadian meat products. It is reassuring to see that the process we began in Tokyo in November of this past year with the establishment of the Canadian Beef Export Federation's office, is being followed up," said Mr. Crosbie. "This sort of collective sharing of expertise is likely to be of great benefit to existing and would-be exporters to the Japanese market," added Crosbie.

In November of 1989 the export arm of the industry, the Canadian Beef Export Federation, established a high profile, promotional campaign in Japan in co-operation with EAITC, the Canadian Embassy in Tokyo and several provincial governments. The effort to increase Canadian beef exports to Japan includes an advertising campaign, beef seminars for importers, distributors and processors, and in-store promotions directed at Japanese consumers.

Since 1988 the Japanese have been gradually opening up their market to beef imports. Quotas on imports of beef will be eliminated in April 1991.

In response to the lifting of quotas, EAITC has been working closely with the Canadian beef industry and provincial governments to develop a co-ordinated export approach to the Japanese market. In 1989, Canadian beef exports to Japan totalled \$26 million, a significant increase over the \$10 million and \$12 million in beef exports for 1988 and 1987 respectively.

The conference in Calgary will feature presentations by 20 experts from Canada, Australia, New Zealand, Japan, the U.K. and the United States. Amongst other topics, the experts are expected to recount case histories and outline successful selling methods applicable to Japan and to other countries in the Pacific Rim region.

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For more information media may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874