



## News Release

## Communiqué

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### OCTOBER IS CANADA INTERNATIONAL TRADE MONTH

The Honourable Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today launched Canada International Trade Month (CITM).

"CITM is a time to celebrate Canada's past achievements in the world of international trade and a time to welcome the new challenges and opportunities of the emerging global economy," Mr. Wilson said.

Through hundreds of events and activities across Canada during October, External Affairs and International Trade Canada (EAITC) and Industry, Science and Technology Canada (ISTC) will encourage Canadian firms and employees to strive for greater success in the international marketplace.

"A strong, competitive economy is essential if we are to have well-paying, high-quality jobs for ourselves and for our children," said Mr. Wilson. "A strong economy brings more than economic security. It provides the means to maintain good schools, hospitals, parks, museums and other social services, services that enhance our quality of life."

To celebrate the success of Canadian firms that have adopted winning attitudes towards world trade, Mr. Wilson, on October 7, will honour 15 Canadian companies -- this year's winners of the Canada Export Award. Later in the month, he will preside over ISTC's Canada Awards for Business Excellence.

The two departments will also launch several initiatives in October to draw attention to the importance of strengthening Canada's competitive stature worldwide, including Marketplace '91, National Science and Technology Week, Small Business Week and Quality Month.

These and other activities are part of the government's efforts to assist Canadians in becoming more productive and competitive through new technologies, research and training, and trade programs to secure markets and increase exports.

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