

News Release

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INTERNATIONAL TRADE MINISTER RETURNS FROM
SUCCESSFUL BUSINESS MISSION TO SPAIN

International Trade Minister John C. Crosbie returned this past weekend from a successful business mission to Spain. The Presidents and CEOs of nine Canadian companies accompanied the Minister during the mission's three-city tour from June 4-8, 1989.

The trade visit began in Madrid where Mr. Crosbie had discussions with key Spanish ministers including his host, Secretary of State for Trade, Apolonio Ruiz Ligerio; the Minister of Economy and Finance, Carlos Solchaga; and the Agriculture, Fisheries and Food Minister, Carlos Romero. During these meetings Minister Crosbie emphasized the excellent potential which exists for increasing business between Canada and Spain, particularly given the opportunities which are emerging from the creation of a single European market in 1992, and the Canada-US Free Trade Agreement.

The highlights of the Madrid portion of the visit were the delegation's audience with the King of Spain, His Majesty Juan Carlos I, and Mr. Crosbie's key-note address to the inaugural luncheon of the Hispano-Canadian Association.

In Madrid, the Minister also discussed with his Spanish counterparts the agreement of Canada and the EC to set up a working group to examine the problem of overfishing in the waters of the Northwest Atlantic outside Canada's 200 mile exclusive economic zone. Representatives of both governments agreed that Canadian/EC differences in this area should be examined seriously to determine how they might be resolved, and that both sides would be guided by a commitment to the principles of conservation and rational management. To assist with this process, Canada and Spain will exchange scientific information.

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Mr. Crosbie also led the mission to Seville, where the Canadian delegation visited the Expo '92 site. The Minister reviewed Canada's participation in this world-class exhibition with the Exposition authorities. The Minister and his delegation also met with the President of Andalusia and representatives of the City of Seville to promote business links between Andalusian and Canadian firms.

The mission continued in Barcelona, where similar talks were held with the President of Catalonia and the Mayor of Barcelona.

"There are obviously many exciting commercial opportunities for our companies to pursue in both Europe and North America" noted the Minister, "and Spain is certainly one of the most interesting developing markets for us." He added, "However current trade levels do not reflect the excellent potential. Our creative entrepreneurs have to do business together, so we need to learn more about each other through missions such as these."

The highlight of the mission's trip to Catalonia was a visit to Canada's stand at Informat '89, a major international informatics and communications trade fair held in Barcelona. Eight Canadian companies participated in the show and reported to the Minister success in developing new export sales.

While in Spain, the mission's private sector representatives had numerous individual appointments arranged by the Canadian Embassy to help them follow-up on business possibilities in the market. The Canadian companies covered a range of sectors, including light rail transit systems, services required for international expositions, cable-TV, and data processing. The firms represented on the mission were B.C. Medical Ltd., Bombardier Inc., Fisheries Products International, MacLean-Hunter Cablevision Ltd., TIL Systems Ltd., Mercury Graphics Co., UTDC Inc. and Trionics Technology Ltd. In Madrid this past Saturday, June 9, Shore Holsteins International, which was also represented on the mission, sponsored the first Canadian cattle auction in Spain with successful results. All company representatives were pleased with the outcome of the mission, and are planning to pursue opportunities in the Spanish market.

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