

News Release

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ATLANTIC HiTEC '90

HIGH TECHNOLOGY EXPORT CONFERENCE

International Trade Minister John C. Crosbie today announced that a conference aimed at boosting Atlantic Canadian exports of high technology products and services will be held in Halifax, February 20-21, 1990.

"While we have held similar high-technology conferences for the past 27 years, this is the first time we have focused exclusively on the Atlantic provinces," Mr. Crosbie said. "This will give small- to medium- sized companies, which otherwise may not have the resources to attend national conferences, an opportunity to meet with our Trade Commissioners from strategic posts."

Manufacturers of defence and high-technology products from Atlantic Canada will meet in Halifax with 10 Trade Commissioners posted in the US and Europe and representatives of various government departments and agencies to discuss export possibilities for their products.

"Atlantic Canadian entrepreneurs who have developed specialized technologies and equipment often find it difficult to gain access to foreign markets. We can help show them how," said Mr. Crosbie.

HiTEC Conferences were originally designed to assist Canadian manufacturers to enter the highly competitive export market for sophisticated defence products. In recent years, the scope of the conferences has expanded to commercial high technology equipment and services, many of which are spin-offs from the advanced technology required to develop successful defence systems and equipment. Others are the result of Canadian government support for the development and production of high technology equipment and components in the aerospace, electronics, marine, communications and security industry sectors.

"Canadian business participants have acclaimed the HiTEC Conferences as an extremely efficient and cost-effective way of getting a world market assessment for their products and services, in order to establish a short list of priority markets which they can then pursue with their own resources," Mr. Crosbie said.

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