



Minister for
International Trade

Ministre du
Commerce extérieur

COMMUNIQUÉ

No. 74

April 8, 1986.

MINISTER KELLEHER ANNOUNCES
EXPORT MARKETPLACE 86 - PHASE II

The Honourable James Kelleher, Minister for International Trade, today announced the second phase of Marketplace 86, a major exercise to stimulate export trade. This follows the successful three-week series of events which took place from February 17 to March 7 in 30 communities across Canada.

The Government will bring Trade Commissioners from their foreign posts and from Ottawa to five cities in Quebec and Ontario. The focus of Marketplace is on one-on-one interviews between local business people interested in initiating or expanding their exports and government trade experts. Chambers of Commerce in the five centres involved in this phase of Marketplace will organize the program in their locales. The five cities are: Chicoutimi, Quebec (April 7); Rimouski, Quebec (April 8), Sherbrooke, Quebec (April 9); North Bay, Ontario (April 10) and Sault-Ste-Marie, Ontario (April 11).

In announcing Phase II, Mr. Kelleher confirmed the continuing partnership between the Canadian Chamber of Commerce and the Department of External Affairs in the implementation of Marketplace 86.

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The first phase of Marketplace attracted some 2,500 Canadian businesses, with over 7,500 interviews conducted.

"We have found that business people are very receptive to the one-on-one consultation approach", the Minister said. "It is particularly useful for smaller companies who do not have the time, nor can they afford, to travel around the world seeking out new markets. At Marketplace, they can travel the world in one room."

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