



## News Release

## Communiqué

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### EXPORTVISION '92: BRINGING EXPORT OPPORTUNITIES HOME

Toronto -- The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today announced the launch of ExportVision '92 -- a cross-country program designed to help Canadian exporters gain new markets for their products and services.

"In today's tough economic climate, Canadian exports are leading the way in our overall performance. In March, Canada's exports reached a record level of \$12.8 billion," Mr. Wilson said. "Our high standard of living and the quality of our social programs depend, to a large degree, on trade. One out of every three Canadian jobs is linked to trade and to successfully export we need to penetrate and develop world markets for our products and services."

As part of the ExportVision program (formerly called Marketplace), more than 100 trade experts from External Affairs and International Trade Canada's foreign and domestic offices will meet Canadian exporters and potential exporters in some 40 Canadian cities.

Mr. Wilson said: "ExportVision brings Canada's trade experts together with the experts in business -- the exporters and soon-to-be exporters who show every day that Canadians can compete with the best in the world."

ExportVision '92 marks the beginning of Canada International Trade Month, an annual initiative that draws attention to the importance of trade to Canada's prosperity. One of the highlights of the month's activities is the presentation of the Canada Export Awards on October 5 in Montreal.

From September 30 to October 14, trade specialists will focus on six specific industry sectors: environmental equipment and services; building products; consumer products (apparel); tourism; agri-food and fish products (to the United States); and

oil and gas. Workshops will also be conducted on trade opportunities in several of the world's leading markets.

"International trade officers know exactly where the market opportunities are -- in what countries, in what regions and niches -- now and in the future. They also know how to go about turning these very real prospects into solid sales," said Mr. Wilson.

ExportVision '92 also offers seminars on the basics of exporting, a special workshop on the implications of the North American Free Trade Agreement (NAFTA) and presentations from federal government ministers, Canadian ambassadors and trade officers, including David Winfield, Canada's Ambassador to Mexico.

"Through the negotiation of trade agreements with the United States and Mexico, and by working toward a successful conclusion to the GATT [General Agreement on Tariffs and Trade] trade talks, the federal government is doing all it can to gain access to world markets and develop fair trade rules," said Mr. Wilson. "While these trade agreements can help to open doors, it is up to the private sector to step through them."

A special "outreach" effort has been added to this year's program. Trade Commissioners will travel to a number of local communities to speak at business functions, high schools and colleges and participate in events such as exhibitions, conferences and trade fairs.

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(The ExportVision schedule is attached)

For further information, media representatives may contact:

Media Relations Office  
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## ExportVision '92

September 30 - October 1	TORONTO	One-on-one interviews with Trade Officers Basics of Exporting seminar North American Free Trade Agreement (NAFTA) workshop Speakers - Michael Wilson, Minister for International Trade (September 30); David Winfield, Canada's Ambassador to Mexico (October 1)
October 1	MONTREAL	Seminars/workshops
October 2	LONDON	Interviews and workshops
	HAMILTON	Exporting seminar Speaker - Shirley Martin, Minister of State for Transport
	KINGSTON	Outreach/Speaker - David Winfield,
	WINDSOR	Outreach
	NORTH BAY	Outreach
	SAULT STE. MARIE	Outreach
	KITCHENER- WATERLOO	Outreach/Speaker - William C. Winegard, Minister for Science
	HALIFAX	Interviews and workshops Exporting seminar NAFTA workshop Speaker - Bernard Valcourt, Minister of Employment and Immigration
October 5	ST. JOHN'S	Interviews and workshops Exporting seminars NAFTA workshop Speaker - David Winfield
	CHARLOTTETOWN	Interviews and workshops
	WINNIPEG	Interviews and workshops NAFTA workshop Speaker - Jake Epp, Minister of Energy, Mines and Resources
	BRANDON	Outreach

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October 5 continued	WINKLER/MORDEN	Outreach
	QUEBEC CITY	Interviews and workshops NAFTA workshop Speaker - Pierre Blais, Minister of Consumer and Corporate Affairs
October 6	MONCTON	Interviews and workshops NAFTA workshop Speaker - Bernard Valcourt
	FREDERICTON	Outreach
	SASKATOON	Interviews and workshops Exporting seminar NAFTA workshop Speaker - William McKnight, Minister of Agriculture
	REGINA	Outreach Speaker - David Winfield
October 7	SHERBROOKE/ MAGOG	Interviews and workshops Speaker - Jean Charest, Minister of Environment
	DRUMMONDVILLE	Outreach
	TROIS-RIVIERES	Outreach
	ST. JEAN	Outreach
	EDMONTON	Interviews and workshops Exporting seminar NAFTA workshop Speaker - David Winfield
	CALGARY	Interviews and workshops NAFTA workshop Speakers - Harvie Andre, Minister of State and Government House Leader
	LETHBRIDGE	Outreach
October 8	VANCOUVER	Interviews and workshops NAFTA workshop Speaker - Michael Wilson

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October 9	KELOWNA	Interviews and workshops Exporting seminar
	PRINCE GEORGE	Interviews and workshops Speaker - Frank Oberle, Minister, Forestry Canada
	VICTORIA	Interviews and workshops Exporting seminar Speaker - David Winfield,
	NANAIMO	Interviews and workshops
	KAMLOOPS	Interviews and workshops
October 13	THUNDER BAY	Interviews and workshops Speaker - Otto Jelinek, Minister of National Revenue
October 14	MONTREAL	Interviews and workshops Exporting seminar NAFTA workshop Speaker - Michael Wilson, Minister for International Trade