

# News Release

Minister for  
International  
Trade



# Communiqué

Ministre du  
Commerce  
extérieur

No. 071

April 6, 1990.

## ATLANTIC CANADA TRADE, TOURISM AND INVESTMENT INITIATIVE IN NEW ENGLAND ANNOUNCED

International Trade Minister John C. Crosbie today announced the launch of an initiative which will assist businesses from throughout the Atlantic provinces to expand and diversify their activities in New England.

"The Free Trade Agreement has created a wide variety of significant new opportunities for Canadian companies in the New England states," Mr. Crosbie said. "The Atlantic Canada Trade, Tourism and Investment Initiative in New England reflects the federal government's continuing commitment to supporting Atlantic Canada businesses in taking full advantage of these opportunities."

Missions from Atlantic Canada will be organized to develop markets in New England in the following areas: fish technology, frozen lobsters, under-utilized fish species, environmental services, construction, defense, ocean technology, software, and building materials. As well, External Affairs and International Trade Canada (EAITC) officials will lead 10 New Exporters to Border States (NEBS) missions to New England this year. This will expose over 200 companies from throughout Atlantic Canada to new export markets in New England.

Another key focus will be the launch of an "Invest in Atlantic Canada" Conference, to be held in Boston to attract manufacturing and services industry representatives. And, as a further step in fostering economic expansion and diversification, assistance for the development of Atlantic Canada's tourism potential will be provided through two tourism missions.

"This innovative initiative represents a new approach to supporting Atlantic Canada companies. Working closely with the skilled and experienced staff of the Canadian Consulate in Boston, companies will be able to forge new business relationships and explore the promising new markets in New England created by the FTA," said Mr. Crosbie.

.../2

Affaires extérieures et  
Commerce extérieur Canada  
External Affairs and  
International Trade Canada

Canada

- 2 -

In 1989, Atlantic Canada exports to the USA amounted to \$4.6 billion. Of that amount, exports to the six New England states were \$2.5 billion, or 55 percent of the total.

- 30 -

For more information, media representatives should contact:

Media Relations Office  
External Affairs and International Trade Canada  
(613) 995-1874

**BACKGROUND**  
**Atlantic Canada Trade, Tourism and Investment**  
**Initiative in New England**

**SCHEDULE OF EVENTS**

**TRADE**

**1. New Exporters to Border States (NEBS) Missions**

<u>Month</u>	<u>Location</u>	<u>Sector</u>	<u>International Trade Centre Co-ordinators</u>
April 90	Boston	Multi	Halifax
June 90	Boston	Multi	St. John's
Sep. 90	Boston	Multi	Halifax
Oct. 90	Boston	Single	Charlottetown
Oct. 90	Boston	Services	Moncton
Nov. 90	Boston	Multi	St. John's
Nov. 90	Boston	Multi	Moncton
Dec. 90	Boston	Software	Halifax
Feb. 91	Boston	Food	Halifax
Mar. 91	Boston	Crafts	Halifax

**2. Sectoral Missions to New England**

1. Fish Technology (Fall 90)
2. Ocean Technology Products (June 90)
3. Software (Sept. 90)
4. Building Materials (Jan. 91)
5. Environmental Services Sector (Feb. 91)
6. Construction Sector (Dec. 90)
7. Defense Sector (Sept. 90)

### 3. Other Promotional Activities

1. Frozen Lobster Promotion Workshop, Boston (April 90)
2. Under-Utilized Fish Species Seminar, Boston (June 90)

### INVESTMENT

1. "Invest in Atlantic Canada" Conference, Boston (Jan., 1991)

### TOURISM

1. Sea Sell Voyage (Halifax to Boston) (April, 1990)
2. Two Tourism Missions to Boston (Autumn 1990)

For more information, contact your regional International Trade Centre:

Charlottetown:	Mr. Fraser Dickson	(902) 566-7443
Halifax:	Mr. Doug Rosenthal	(902) 426-6125
Moncton:	Mr. Guy-André Gélinas	(506) 857-6440
St. John's:	Mr. Tom Greenwood	(709) 772-5511

Activities in Boston will be co-ordinated by the Canadian Trade Commissioner's office in the Canadian Consulate General, Boston, Massachusetts.