



News Release

Communiqué

No. 14

January 25, 1993

WILSON OPENS CANADA EXPO '93 IN CARACAS, VENEZUELA

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today launched Canada Expo '93, the largest Canadian trade event ever held in South America.

One hundred and thirty-five exporters from across Canada are in Caracas, Venezuela, for the three-day event. They represent industrial products, technology and services from numerous sectors, including petroleum, plastics, mining and metallurgy, and telecommunications, as well as environmental services.

"We believe that Canada and Venezuela have solid potential as trade and business partners. It is to everyone's benefit to pursue new markets and investment opportunities," Minister Wilson said. "Canadian business is well positioned to take advantage of the opportunities to be found in Venezuela's growing economy."

Canada Expo '93, Canada's first major trade show in Venezuela, follows on the success of Canada Expo '92, in Monterrey, Mexico, last January. More than 200 Canadian exhibitors made \$3 million in on-site sales and attracted potential business worth \$70 million.

Venezuela is Canada's third largest export market in the region, after Mexico and Brazil. Two-way trade amounted to \$559 million from January to October last year. During that period, Canada's exports to Venezuela grew by more than 6 per cent, to \$266 million.

Major Canadian exports to Venezuela are wheat, newsprint, wood pulp, motor vehicles and gas turbines.

While in Caracas, Minister Wilson will meet with key government ministers to discuss new opportunities for Canadian companies, particularly in the environment and energy sectors.

-30-

For further information, media representatives may contact:

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