



Minister for  
International Trade

Ministre du  
Commerce extérieur

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# COMMUNIQUÉ

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## MINISTER CARNEY ANNOUNCES CANADA EXPORT TRADE MONTH

The Honourable Pat Carney, Minister for International Trade today announced the start of a month-long national export education and awareness programme designed to stimulate export trade.

Canada Export Trade Month is a four-year old co-operative programme held each October which involves companies, industry associations, universities, governments and media.

"Given the vital importance of exports to our national economy, and the fact that one in three Canadians has a job directly because of exports, we have to work on all fronts," the Minister said. "That means, we have to spread the word about the benefits of exporting among our local companies, provide them with opportunities to learn how to do it better, and set the climate in which exporting is considered a business way-of-life."

"That is precisely Trade Month's mandate," she said.

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The Minister will speak at the highlight of Trade Month, the Canada Export Awards ceremony, being held during the Canadian Export Association's annual meeting in the Pan Pacific Vancouver Hotel, on October 14.

She will make presentations to the 12 companies which have won awards for outstanding performances in export marketing over the past three years.

Minister Carney said the Trade Month programme is proving its value by the increasing numbers of organizations and groups who have become involved. This year some 245 conferences, workshops, seminars and speeches are being held from coast to coast.

Events range from welcoming the first ship in port in Prince Edward Island for the potato exporting season, to a trade mission by business people from the Yukon to Alaska, to university seminars and chamber of commerce lunches, to major conferences in Ontario and Quebec with attendances in the hundreds.

A small Task Force of the Department of External Affairs plays the liaison role in Trade Month.

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