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CROSBIE AND PILKEY ANNOUNCE SEMINAR ON STANDARDS AND EUROPE 1992

International Trade Minister John C. Crosbie and Ontario Minister for Industry, Trade and Technology Allan Pilkey today announced a seminar to help Canadian businesses adapt to uniform standards being put in place as part of the European Community's Single Market program.

The seminar, *The Rules Are Changing: Standards and Europe 1992*, is to be held in Toronto, December 4, 1990, and is co-sponsored by External Affairs and International Trade Canada and Ontario's Ministry for Industry, Trade and Technology, with the co-operation of the Standards Council of Canada and the Canadian Exporters' Association.

The emphasis of the seminar will be to provide the Canadian business community with the latest information on European standards procedures, issues surrounding testing and certification, and General Agreement on Tariffs and Trade's (GATT) Uruguay Round.

"The Europeans have embarked on an extensive program to harmonize their standards," said Mr. Crosbie. "If Canadian business is going to have access to the 340 million consumers of the European Community then they will have to know what these standards are and how to meet them."

"Canadian suppliers will have to plan their business strategies now if they want to take advantage of the standards initiatives underway in Europe. My ministry has released a report in conjunction with today's seminar that is designed to help companies with this process," said Mr. Pilkey.

Roger Brockway of the European Commission in Brussels will address the issue of testing and certification in the new Europe.

Other speakers include John Kean, President of the Canadian Standards Association; Roger Hill, Hill Sloan Associates; Bruno Lapaine, Champion Road Machinery; Gabriel Weintraub, CAE Electronics; and Yuri Rubinsky, SoftQuad Inc.

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