



**BUSINESS LEADERS' CONFERENCE ON 1992  
CONFÉRENCE DES DIRIGEANTS  
D'ENTREPRISE SUR L'EUROPE DE 1992**

**News Release**

**Communiqué**

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A Business Leaders' Conference on the European Single Market will be held on April 10, 1989 at the Sutton Place Hotel in Toronto, International Trade Minister John C. Crosbie and Ontario Industry, Trade and Technology Minister Monte Kwinter announced today.

The Conference will provide a unique opportunity for senior executive officers of companies with an interest in doing business in Europe to discuss the impact of the Single Market with decision makers from around the world. The Conference is co-sponsored by the Department of External Affairs and the Ontario Ministry of Industry, Trade and Technology, and is aimed at helping businesses prepare for the opportunities and challenges presented by the Single Market.

By 1992, it is expected that most, if not all, internal barriers to the free movement of goods, services, capital and people among the 12 members of the Community will be eliminated, creating a single market of 325 million people.

"The European Community is Canada's second largest trading partner and our second most important source of foreign direct investment," said Mr. Crosbie. "We realize that the creation of a Single Market in Europe will have significant impact on Canadian trade, investment, and technology. That is why our government is going to be working with Canadian business to expand Canada's role in the Europe 1992 arena."

In addition to Canada's focus on the opportunities being created in Europe, Mr. Crosbie stressed the federal government's intention to assist Canadian business to realize the potential of the American market and to promote Canada's burgeoning trade in the dynamic Asia-Pacific region. Using the Free Trade Agreement as a base from which to strengthen its economic and trade relations, Canada will enhance export markets in each of these regions and encourage international business to choose Canada as a privileged partner for investment and joint ventures.

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"An integrated Europe will mean new competitive opportunities and challenges for Ontario firms in the areas of export, investment, and strategic business alliances," Mr. Kwinter said. "We must prepare now for insightful and strategic approaches that will ensure our economic success in what will be one of the largest and most significant trading markets in the world."

The Business Leaders' Conference is supported by the Business Council on National Issues, the Canadian Exporters' Association, the Canadian Manufacturers' Association, and the Canadian Advanced Technology Association.

For registration information, please contact the Europe 1992 Conference Secretariat, 275 Bay Street, Ottawa, Ontario K1R 5Z5 (tel: 613-238-1070) (Fax: 613-238-3805).

For more media information, please contact:

Abbie Dann  
Media Relations Office  
Department of External Affairs  
Ottawa  
(613) 995-1874

Rick Winston  
Communications Branch  
Ministry of Industry,  
Trade and Technology  
Toronto  
(416) 965-7075

Gail Flitton  
Europe 1992 Media Relations  
Ottawa  
(613) 230-2220

