

News Release

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ALBERTA BUSINESS LOOKS AT THE IMPLICATIONS OF EUROPE 1992

The Honourable John C. Crosbie, Minister of International Trade, and the Honourable Peter Elzinga, Minister of Alberta Economic Development and Trade, today announced a conference on business opportunities in Europe, to be held March 26 in Calgary and March 27 in Edmonton.

The Conference features speakers from the Canadian business community currently involved in the European market; an address by the Honourable Donald Macdonald, Canadian High Commissioner, London; an afternoon talk by Mathias Ackermann, a consultant to the Centre for International Business Studies from Frankfurt, Germany; and luncheon speeches by the Soviet Ambassador to Canada, Alexei Rodionov (Edmonton) and the Hungarian Ambassador to Canada, Dr. Rezso Banyasz (Calgary).

"Europe 1992: Let's Talk Trade" is jointly sponsored by External Affairs and International Trade Canada, Alberta Economic Development and Trade, the Calgary and Edmonton Chambers of Commerce, and the Universities of Calgary and Alberta. The Conference will examine the implications of Western Europe's emerging single market and the economic reforms in Eastern Europe.

"To establish a presence in Europe, Canadian business must explore ways to benefit from the numerous opportunities that will follow the removal of most of Europe's internal trade barriers in 1992. Seminars such as this provide insight on how businesses can meet the challenge of becoming part of the world's largest trading group, which is also a vital link to the economies of Eastern Europe," Mr. Crosbie said.

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Mr. Elzinga said, "The ability to diversify and stabilize Alberta's economy, to create jobs and improve our standard of living, depends more and more on our ability to increase exports. We currently do some \$400 million worth of business with Western Europe. In order to build on this current level of trade, Alberta companies must be able to deal with the Europe of the future. This conference is an opportunity for businesses to start preparing their game plan for Europe 1992.

Federal funding is being provided through the "Going Global" market development initiative announced by Prime Minister Mulroney in Singapore last October 15. Provincial funding is being provided through the "Let's Talk Trade" seminar series of Alberta Economic Development and Trade, which helps identify trade and investment opportunities for Alberta companies.

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