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CANADA EXPORT TRADE MONTH

The Honourable Gerald Regan, Minister of State (International Trade), announced today in a speech to the Vancouver Board of Trade the decision by federal and provincial trade ministers to designate October as Canada Export Trade Month. In speaking of this initiative, Minister Regan said, "All of us are aware of the critical role of trade in the Canadian economy. My provincial colleagues and I want to ensure that greater recognition is accorded to the exporting community. We want also to encourage more Canadian businessmen and their firms to join us in this important national endeavour. Therefore, we have agreed to designate the month of October, Canada Export Trade Month."

Across Canada a month long series of events associated with exporting are being arranged under the auspices of federal and provincial trade departments and all Canadian organizations involved in international trade. Provincial trade ministries, the Export Development Corporation, and many Canadian associations all have programs to assist exporters. In October, during Trade Month, the work of all these organizations will be highlighted encouraging people to become involved and to think exports.

A number of prominent events are being planned. These include the Third Pacific Rim Opportunities Conference (PROC III) to be held in Calgary October 5-7, plus meetings in other centres across Canada to be attended by trade specialists from Canadian posts abroad and from Ottawa.

Another key event of Export Trade Month will be the presentation of Export Awards to Canada's most successful exporters. These first Canada Export Awards will be presented, appropriately, at the fortieth annual meeting of the Canadian Export Association.

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In closing, Minister Regan added, "In the coming weeks, you will certainly be hearing much more about Export Trade Month from me and the Provincial Ministers of Trade. Our intention is that by the end of October even more Canadians will be involved in international trade, strengthening the basis for a sound economy and providing jobs for Canadians."