



DEPARTMENT OF EXTERNAL AFFAIRS
MINISTÈRE DES AFFAIRES EXTÉRIEURES

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MINISTER FOR INTERNATIONAL TRADE

ANNOUNCES MARKETPLACE 86

The Honourable James Kelleher, Minister for International Trade, today announced a significant partnership between the Department of External Affairs and the Canadian Chamber of Commerce in Marketplace 86, a major exercise to stimulate export trade.

External Affairs will bring more than 100 Trade Commissioners in from their foreign posts for one-on-one interviews with local business people interested in initiating or expanding their exports abroad. Chambers of Commerce and Boards of Trade in towns and cities from coast to coast will arrange the Marketplace events in their locales.

"This is the kind of cooperative venture which gets the most current and specific information about export opportunities into the hands of our business people in a dynamic, efficient manner", Minister Kelleher said.

"Marketplace 86 clearly reflects our commitment to building our export markets around the world."

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Starting February 17, in Vancouver and Halifax, teams of Trade Commissioners from 43 posts in Canada's priority markets will start a series of visits to 35 cities. The first wave involving 30 centres will be completed March 7. A succeeding five visits will be carried out in April.

Marketplace 86 is an expanded version of the first Marketplace held in 1985 which attracted 3,000 interested Canadian businesses. More than 5,700 interviews were conducted, and 1,850 of these were with potential or new exporters.

"Clearly this kind of practical, one-on-one consultation gets results", the Minister said. "There are many smaller businesses that simply cannot afford to travel to all their potential new markets. We're bringing their foreign market experts to them."

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Marketplace 86 will be held on the dates and locations shown below.

DATES	EASTERN	CENTRAL	WESTERN
Monday, Feb. 17	Halifax, Sheraton Halifax		Vancouver, Hotel Vancouver
Tuesday, Feb. 18	Moncton, Keddy's Brunswick Hotel Sydney, Keddy's Motor Inn		Vancouver, Hotel Vancouver
Wednesday, Feb. 19	Saint John, Delta Brunswick Yarmouth, Rodd's Grand Hotel		Victoria, Empress Hotel
Thursday, Feb. 20	St. John's, Hotel Newfoundland		Kelowna, Capri Hotel
Friday, Feb. 21	St. John's, Hotel Newfoundland Charlottetown, Sheraton Prince Edward		
Monday, Feb. 24		Montreal, Queen Elizabeth Hotel	Lethbridge, Sandman Inn
Tuesday, Feb. 25		Montreal, Queen Elizabeth Hotel	Stony Plain, Stony Motor Inn
Wednesday, Feb. 26		Quebec City, Loews le Concorde Kitchener, Waterloo Inn	Edmonton, Terrace Inn
Thursday, Feb. 27		Drummondville, HStellerie le Dauphin London, Holiday Inn	Calgary, Calgary Convention Centre
Friday, Feb. 28		Kingston, Howard Johnson's Hotel Cambridge, Holiday Inn	Calgary, Calgary Convention Centre
Monday, Mar. 3		Toronto, Holiday Inn Airport	Saskatoon, Bessborough Hotel
Tuesday, Mar. 4		Toronto, Holiday Inn Airport	Winnipeg, Winnipeg Convention Centre
Wednesday, Mar. 5		Toronto, Holiday Inn Airport Thunder Bay, Holiday Inn	
Thursday, Mar. 6		Brantford, Brantford District Civic Centre Peterborough, Rock Haven Motor Hotel Sudbury, Holiday Inn	
Friday, Mar. 7		Hamilton, Holiday Inn St. Catharines, Parkway Inn	



MARKETPLACE 86 · CARREFOUR 86

EXPORT MARKETS

This is the list of export markets which will be covered by trade commissioners during EXPORT MARKETPLACE 86.

	Vancouver	Victoria	Kelowna	Lethbridge	Stony Plain	Edmonton	Calgary	Saskatoon	Winnipeg	Thunder Bay	Sudbury	St. Catharines	Brantford	Hamilton	Peterborough	Toronto	Cambridge	London	Kitchener	Kingston	Drummondville	Québec City	Montreal	Charlottetown	Saint John (N.B.)	Moncton	St. John's (Nfld.)	Yarmouth	Sydney	Halifax				
USA																																		
Atlanta																																		
Boston																																		
Buffalo																																		
Chicago																																		
Cleveland																																		
Dallas																																		
Detroit																																		
Los Angeles																																		
Minneapolis																																		
New York																																		
Philadelphia																																		
San Francisco																																		
Seattle																																		
ASIA/PACIFIC																																		
Australia/New Zealand																																		
China																																		
Indonesia																																		
Japan																																		
Hong Kong																																		
Thailand																																		
South Korea																																		
India																																		
EUROPE																																		
Switzerland																																		
West Germany																																		
Belgium																																		
Netherlands																																		
United Kingdom																																		
Italy																																		
USSR																																		
Norway																																		
France																																		
Sweden																																		
CARIBBEAN/LATIN AMERICA																																		
Colombia																																		
Brazil																																		
Argentina																																		
Venezuela																																		
Cuba																																		
Peru																																		
Mexico																																		
Ecuador																																		
Chile																																		
AFRICA/MIDDLE EAST																																		
United Arab Emirates																																		
Egypt																																		
Saudi Arabia																																		
Algeria																																		

Subject to change

For more information

- Contact the Chamber of Commerce or Board of Trade in the city of the event.
- Information on Marketplace 86 is also available from the Department of External Affairs. Toll free number: 1-800-267-8376.





MARKETPLACE 86 - CARREFOUR 86

FACTS: EXPORT MARKETPLACE 86

- o Marketplace 86 brings to Canadian business people the most current, specific, relevant information available about export markets around the world.
- o It is an initiative of the Department of External Affairs in partnership with the Canadian Chamber of Commerce and in cooperation with the Department of Regional Industrial Expansion.
- o The first series of thirty visits is being held between February 17 and March 7, 1986, with a second wave of five visits being held in April.
- o It begins in Halifax and Vancouver simultaneously as two teams of Trade Commissioners begin their cross-country visits to 35 towns and cities, double the number of medium and small communities as in Marketplace 85.
- o More than 100 Trade Commissioners from 43 foreign posts will represent priority markets:
 - 43 from the United States;
 - 32 from Asia/Pacific;
 - 19 from Europe;
 - 11 from Caribbean/Latin America;
 - 10 from Africa/Middle East.
- o There is a potential for approximately 10,000 interviews during the 4-week event.
- o In addition to interviews with Trade Commissioners, companies will have the opportunity to gain information from other trade specialists from DRIE regional offices, the Export Development Corporation, the Canadian International Development Agency, and the provinces.



External Affairs Affaires extérieures
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- A second series of Marketplace 86 sessions will be held in early April in the following centres: in Quebec - Chicoutimi, Rimouski, and Sherbrooke; in Ontario, North Bay and Sault Ste Marie.
- Canada's two-way trade with the world amounted to \$200 billion in 1984. Of that amount, \$150 billion was with the U.S.; \$15 billion with Europe; and \$10 billion with Japan.
- 78% of our current exports go to the U.S.; 10% to Asia/Pacific; and 7% to Western Europe.

EXPORT MARKETPLACE 85: HISTORY

- More than 3,000 companies took part.
- Interviews were held in 18 locations.
- 5,700 interviews were conducted.
- 1,850 of the interviews were with potential or new exporters.
- Companies made 4,300 requests for follow-up.
- Highest attendance relating to export market interest was registered for Pacific/Asia.
- Highest attendance by sector were consulting services, electronics, energy/environmental equipment and textiles.