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## MINISTER WILSON TO LEAD MIDDLE EAST TRADE MISSION

Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson will lead a 29-member business delegation to Saudi Arabia, Kuwait, and the United Arab Emirates, May 1-8, to strengthen Canada's trade and commercial ties with the region.

Meetings with senior government officials and business leaders are scheduled for May 4 in Riyadh, Jeddah on May 5, Kuwait City on May 6, Abu Dhabi on May 7, and Dubai on May 8.

"Canada's participation in the Gulf War and in the Kuwait reconstruction effort has focused our attention on a region of the world which is a natural partner for Canadian business," Mr. Wilson said. He noted that Canadian exports of goods and services to the Middle East more than doubled between 1985 and 1990 to reach \$1.6 billion.

"This mission will follow up on the extremely successful mission led by former Secretary of State for External Affairs Joe Clark in March. It is the kind of continuity that is needed to firmly establish Canada's relationship with government and business leaders in the region -- a relationship that holds enormous potential."

Saudi Arabia offers a wide range of opportunities for Canadian exporters from barley and lumber through oil and gas equipment to highly advanced telecommunications technology. Currently there are some 50 project opportunities being pursued, with an estimated value to Canadian exporters of several billion dollars.

Kuwait posted Canadian export sales of \$34 million in 1990, almost double the sales of 1989. Kuwaiti reconstruction

work has already generated more than \$40 million for Canadian firms and significantly more business is expected.

In the United Arab Emirates, Canadian exports are running at about \$40 million per year. "The United Arab Emirates has the potential to be an important growth market for Canadian goods and services," Mr. Wilson said. "The presence of almost 500 Canadians actively involved in banking, health care, education, transportation, gas, and general business indicates the firmness of the foothold already established."

At Abu Dhabi, Mr. Wilson will also meet with Canadian troops aboard HMCS *Huron*.

While in Dubai, Mr. Wilson will officially open a trade office to be operated by the Canada-Arab Business Council, a private-sector organization with funding support from the federal government.

"I am delighted to make the Middle East my first official visit as International Trade Minister since I held the portfolio in 1979," Mr. Wilson said. "I am confident this mission will prove to be a building block in an increasingly important trade relationship -- one which could generate many new jobs for Canadians."

The delegation will include representatives from all regions of Canada and all the major sectors in which Canada has export potential for the region.

"Firms like Bell Canada International, Lavalin International, CANSULT Group, UMA Ltd., and SNC International have already become part of the fabric of life in the area, providing world-class expertise and technology. A variety of other Canadian firms are also providing vital services to help repair this war-ravaged region," Mr. Wilson said.

"This mission is part of the Government's overall effort to boost Canadian involvement in the Middle East, and in particular, in the Kuwait reconstruction effort," Mr. Wilson said.

He noted that External Affairs and International Trade Canada has established a task force to help channel Canadian business interests in Kuwait reconstruction; seminars held across Canada have drawn more than 3,200 people, and an expert Private Sector Liaison Group has been created to provide advice both to the government and to the private sector on how to approach the region. Specialized incoming and outgoing trade missions are being planned for the fall.

Many of the business executives accompanying Mr. Wilson are members of the Private Sector Liaison Group on Kuwait Reconstruction, and are active and experienced in the region. (A list of delegates is attached.)

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For further information, media representatives may contact:

Media Relations Office  
External Affairs and International Trade Canada  
(613) 995-1874

**BUSINESS PARTICIPANTS**  
**FOR MINISTERIAL TRADE MISSION**  
**TO SAUDI ARABIA, KUWAIT AND THE UNITED ARAB EMIRATES**  
**MAY 1-8, 1991**

AGRA Industries Ltd., Mr. Alex Taylor, President and Chief Operating Officer (Mississauga)

Airport Development Corporation, Mr. Bela Danczkay, President and Mr. Michael Huang, Secretary/Treasurer (Toronto)

Asea Brown Boveri Inc., Mr. Paul Kefalas, Vice President and General Manager, Power Systems (Montreal)

Bell Canada International, Mr. Peter Vivian, Corporate Vice President and Mr. Peter Stevens, General Manager, Saudi Arabia Branch (Ottawa)

Blystone Resources Inc., Mr. W.G. McPeak, Chief Executive Officer (Calgary)

Bombardier/CanadAir Challenger, Mr. Brian Moss, President and Mr. John Lawson, Vice President, International Sales (Montreal)

Brooks Investments Ltd., Mr. John Brooks, President (Toronto)

Canada-Arab Business Council, Mr. Lambert Toupin, Chairman (Ottawa)

Canadian Commercial Corporation, Mr. Hugh Mullington, President and Chief Executive Officer (Ottawa)

Canadian Construction Association, Mr. Robert Shishakly, Chairman of the Construction Exports Committee (Ottawa)

Canadian Insulock Corporation, Mr. Amin J.A. Shivji, President and Chief Executive Officer (Vancouver)

CANSULT Group, Mr. Jim Metcalfe, President and Chief Executive Officer; Mr. David Field, Vice President; and Mr. H.D. Danesh, Vice President (Toronto)

Concept Canada Ltd., Mr. Marc Lefrançois, President (Quebec)

Delta Catalytic Corporation, Mr. Fabien Gagnon, Vice President  
Corporate Development (Calgary)

Export Development Corporation, Mr. Michael McLean, General  
Manager, Middle East and Africa (Ottawa)

Future Steel Corporation, Mr. Richard C. da Costa, Vice  
President, International (Markham)

General Motors Canada, Mr. Bill Kienapple, Director, Defence  
Sales Diesel Division (London)

Ingersoll-Rand Canada Ltd., Mr. Samir J. Zalzal, Vice President,  
Marketing (Mississauga)

Lavalin International Ltd., Mr. Riadh Ben Aissa, Regional  
Director, Middle East and North Africa (Montreal)

Marshall Macklin Monaghan, Mr. Henry N. Edamura, Vice President,  
Project Management (Thornhill)

Matthews Group, Mr. Don Matthews, Chairman and Chief Executive  
Officer; Mr. Carry McWhinnie, Executive Vice President; and  
Mr. E.G. Wyatt, President, Middle East Region (London)

Monenco Group Limited, Mr. Hugh S. Watson, Senior Vice President,  
Infrastructure (Rexdale)

NEL International Network Consultants Limited, Mr. K. Kirk  
Odabashian, President and Chief Executive Officer and Mr. Ahmed  
Hamouda, Controller (Markham)

New North Consultants, Mr. G.O. Bishop, President (St. John's)

Novacorp International, Mr. Ken Montgomery, Manager, Business  
Development (Calgary)

Secunda Marine Services Limited, Mr. Fred Smithers, President  
(Halifax)

SNC International Ltd., Mr. Denis Crevier, President and Mr.  
Essam Farag, Vice President, International (Montreal)

UMA Engineering (Middle East) Ltd., Mr. Robert Petri, Chairman of  
the Board (Winnipeg)

Watts Griffis McOuat, Mr. Jack McOuat, President; Mr. Robert  
Ginn, Project Manager (Toronto); and Mr. Tim Viet, Manager  
(Jeddah)