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GETTING READY FOR EUROPE 1992

Ottawa -- International Trade Minister John C. Crosbie and Nova Scotia Minister for Industry, Trade and Technology, Don W. Cameron, today announced that business opportunities in Europe will be the topic of a workshop to be held in Halifax June 6, 1990. This event, the first of a number scheduled for Atlantic Canada, is part of a continuing series of information sessions dealing with Canadian business prospects as the European Community prepares for the free flow of goods, services, capital and people in 1992.

Participants will be involved in informal roundtable discussions, which will focus on the opportunities and implications of Europe 1992 on two important business sectors: fisheries and other food products, and advanced technology.

"The key to establishing a successful presence in Europe is to be prepared for the enormous changes that will take place in 1992. At a forum such as this, Canadian businesses have the opportunity to gain insight into what is expected of them if they are to become part of the world's largest trading group," Mr. Crosbie said.

The workshop is a joint initiative supported by both the provincial Department of Industry, Trade and Technology through its Trade Development Centre, as well as External Affairs and International Trade Canada. Federal participation is through the "Going Global" market development initiative announced by Prime Minister Mulroney in Singapore last October 15.

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The Honourable Donald W. Cameron, Nova Scotia's Minister of Industry, Trade and Technology, said "the list of Nova Scotia's prime exports to the EEC, such as fish, fruit, furs and forest products, is being expanded to include high technology products in several sectors."

"To ensure that these export interests are expanded, we must keep the business community informed about developments related to the European single market and any potential market access problems for our products," Mr. Cameron said.

The workshop will focus on market access issues of interest to Nova Scotia businesses. In 1989, 12.8 per cent of Nova Scotia's exports, almost \$266 million, found markets in the European Community.

The next Europe 1992 workshop will focus on minerals and metals and will take place in Toronto on June 12.

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