

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
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extérieur

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## MEETING THE CHALLENGE OF EUROPE 1992

**Montréal, December 4, 1989**---The completion of the European Single Market by 1992 and the impact it will have on Canadian firms doing business with Europe was the theme of a conference attended by over 200 participants at the Hotel Bonaventure today.

The Conference on Europe 1992 was organized jointly by External Affairs and International Trade Canada and the Ministère des Affaires internationales du Québec. The Ministers responsible for international trade, Mr. John C. Crosbie and Mr. John Ciaccia took part, together with such other prestigious speakers as Ernest-Antoine Seillière, a French industrial leader and former diplomat, and a large contingent of business people.

The focus of the Conference was discussion of the potential effects on Canadian business of the dramatic movement towards a European Single Market. The elimination by 1992 of barriers to the free flow of goods, services, capital and people among the 12 member countries of the European Community will present a tremendous challenge and opportunity to Canadian exporters.

The European market, with 325 million consumers, will become even stronger as a global trading force. Europe is already Canada's second largest trading partner. For example, Québec's growing exports to Europe represented over 14 per cent of the province's total foreign sales in 1988. More than 88 per cent of these exports went to member countries of the European Community.

Those who attended the Conference were able to concentrate on their own areas of interest by participating in the sectoral workshops: Agriculture and Food Products, Consumer Goods and Cultural Products, Telecommunications and Computers or Forest Products. A focus of the Conference was the recognition that the Single Market will make European companies more competitive, not only on their home turf within the Community, but also in other markets, including Canada.

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A number of strategies were discussed for how best to meet this challenge. Exporters reached a general consensus that they need structured and dynamic marketing plans, including the formation of alliances with European partners whether by buying or merging, the improvement of effectiveness, investment in research and technology and the exchange of technical expertise.

Both Mr. Crosbie and Mr. Ciaccia believe that it is essential to provide up-to-date information to the business community. The Montréal Conference on Europe 1992, and similar ones across Canada, will serve as the tools business needs to take advantage of the opportunities and challenges presented by Europe 1992.