



News Release

Communiqué

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MINISTER ANNOUNCES SEMINARS ON EUROPE '92

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced a fall program of 17 Europe '92 seminars across Canada. They will help Canadian companies compete in the single market of 340 million consumers being established within the 12 member countries of the European Community (EC).

"These seminars are an element of the Government's \$94-million Going Global program that helps Canadian companies compete in Europe, the United States and the Pacific Rim," Mr. Wilson said.

"Many seminars in this latest series will tie in with events planned during Canada International Trade Month (CITM) this October. CITM will celebrate Canada's past achievements in the world of international trade and look ahead to new opportunities and successes."

To date, 19 of these seminars have been held. They focus on sectors of interest to a particular region, bringing in specialists in these fields and distributing the results of in-depth research.

The 17 seminars and workshops, scheduled between October and December, will deal with the impact of Europe '92 on wood products, ocean industries, software industries, environmental industries and services, joint venturing with Western European companies in Eastern Europe and standards.

The EC is Canada's second-largest trading partner. Canadian exports to the EC totalled \$11.5 billion in 1990. Imports were \$15.6 billion. Canadian direct investment in the EC reached \$17.8 billion in 1990; EC direct investment in Canada totalled \$30.2 billion.

- 30 -

For further information, media representatives may contact:

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

EUROPE '92 SEMINARS AND WORKSHOPS

Following are dates and locations for all the Europe '92 seminars and workshops scheduled this Fall, along with the appropriate contact at External Affairs and International Trade Canada (EAITC), Industry, Science and Technology Canada (ISTC), the Standards Council of Canada (SCC) or at a specific International Trade Centre (ITC).

EUROPE '92 WORKSHOP

Regina, October 9
Contact: David Dix, ITC Regina (306) 780-5020.

VALUE ADDED WOOD PRODUCTS SEMINARS

Toronto, October 8
Contact: Peter Levitt, ITC Toronto (416) 973-5031.
Quebec City, October 10
Contact: François Archambault, ITC Montreal (514) 283-8185.
Edmonton, October 15
Contact: Doug Caston, ITC Calgary (403) 292-6660.

OCEAN INDUSTRIES AND EUROPE '92 WORKSHOPS

St. John's, October 22; Halifax, October 24; Burlington, October 29; Vancouver, October 31; and Victoria, November 1
Contact: Brent MacGregor, EAITC (613) 995-8783.

EUROPE '92 AND STANDARDS

Halifax, October 22 and Vancouver, October 24
Contact: Diane Thomson, SCC (613) 238-3222.

JOINT VENTURING WITH WESTERN EUROPEAN COMPANIES IN EASTERN EUROPE

St. John's, October 23
Contact: Leo Walsh, ITC St. John's (709) 772-5511.

SOFTWARE INDUSTRIES AND EUROPE '92 SEMINARS

Montreal, November 26; Ottawa, November 27; Toronto, November 28; and Vancouver, December 3
Contact: Bruce Christie, EAITC (613) 996-8771.

EUROPE '92 AND THE ENVIRONMENTAL INDUSTRIES AND SERVICES

Montreal, December 4
Contact: Brent MacGregor, EAITC (613) 995-8783.