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WILSON ANNOUNCES MAJOR TRADE INITIATIVE FOR SERVICES EXPORTERS TO THE UNITED STATES

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, announced today a comprehensive services trade promotion program to introduce Canadian services firms to the U.S. market.

"Trade in services is a large and important component of our commercial links with the United States," Mr. Wilson said. "With improved access to the U.S. market under the Canada-U.S. Free Trade Agreement, and with an even greater range of services liberalized in the North American Free Trade Agreement negotiations, Canadian services exporters will further increase exports to the United States."

The trade program is aimed at introducing Canadian service firms to the U.S. market, as well as raising the awareness of American buyers and decision-makers to Canadian capabilities in the services sector. As well, External Affairs and International Trade Canada is implementing a major training program for Canadian trade commissioners in the United States to enable them to better respond to the trade promotion needs of Canadian service firms.

To assist services firms in their marketing efforts in the United States, a new export information kit has also been developed. The kit, entitled "The Road to Success: Exporting Services to the United States," is a compendium of information and tips on key issues faced by service firms when selling their services in the United States.

The Minister unveiled the services trade promotion program in Toronto today during a special event to release the response of the federal government to the Prosperity Report of the Business Services Consultation Group.

Working under the umbrella of the Steering Group on Prosperity, the Business Services Consultation Group last year undertook wide-ranging consultations with business services industries to examine the major competitive issues facing the industry. The report of the Business Services Consultation Group, submitted in May 1992, contained about 80 suggestions for action by both government and industry.

"The services trade promotion program for the United States is illustrative of the Government's approach in responding to the issues raised through consultations with the services sector," the Minister said. "Through programs such as this, the services sector will help ensure its long-term competitiveness in international markets."

To date, a key element of the federal government's efforts to promote the international competitiveness of the Canadian services sector has been Services Month, in November. Last year, over 5,000 people participated in various Services Month events across Canada.

"I am pleased to launch Services Month '93, and I encourage all Services Month '92 partners to join us as "Partners for the Future," and to help build on the enthusiasm and commitment for action that was generated last year."

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