

News Release

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CANADIAN PRODUCTS FRONT AND CENTRE IN LEADING PARIS CHAIN

The Honourable Roy MacLaren, Minister for International Trade, today welcomed the launch of a major promotion, the largest of its kind ever by Canada in France, in the prestigious Paris department store chain, Le Printemps.

This promotion, which will run from November 15 to December 31, 1995, will showcase several hundred Canadian products from all over Canada, from the Atlantic Provinces to British Columbia. Nearly half of the suppliers chosen by Le Printemps are from Quebec. The event will also have an important cultural component.

"To be part of such a showcase in France is an exceptional opportunity for Canadian products and cultural activities," said Mr. MacLaren. "I believe that this promotion will allow many Canadian businesses to establish lasting business relationships in France."

The offer is an unprecedented one for Canadian products; it will be enhanced by Canadian colours and decorations throughout the store's 50 000 square metres. During the six-week promotion, a series of 23 cultural events will be staged under la Coupole du Printemps. The events will include theatre, singers such as Robert Charlebois, Kashtin and Diane Tell, lectures, films, concerts, storytelling and humorists such as Michel Courtemanche.

Canada's First Nations will be involved in all aspects of the promotion, including the sale of products, foods, cultural enactments and decorations. A selection of art objects from the Indian Art Centre of the Department of Indian Affairs and Northern Development will be on display.

As Canadian and French businesses are brought into closer contact by this promotion, more than 100 suppliers of Canadian products will have an opportunity to penetrate the French market through long-term partnerships with Le Printemps and the other members of its group, namely Prisunic, FNAC, La Redoute and Conforama.



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Special travel offers to Canada will be available to the 600 000 Printemps card-holders; a tourist booth will be open to all store customers throughout the promotional period.

This initiative, co-ordinated by the Canadian Embassy in Paris and Le Printemps, has benefited from the close co-operation of the Department of Foreign Affairs and International Trade, the Department of Indian Affairs and Northern Development, the Canadian Tourism Commission and Agriculture and Agri-Food Canada.

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