



Minister for
International Trade

Ministre du
Commerce extérieur

COMMUNIQUÉ

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APPOINTMENT OF A SPECIAL ADVISOR ON INVESTMENT TO THE CANADIAN EMBASSY IN BONN

The Minister for International Trade, James Kelleher, today announced the appointment of Mr. Edgar Sarton as special advisor on investment to the Canadian Embassy in Bonn.

Mr. Sarton's primary responsibility will be to stimulate increased German investment in Canada. He will plan and undertake major investment development programme activities in coordination with post personnel and in support of Provincial Government and private sector investment initiatives. Mr. Sarton will work closely with potential German investors to assist them in evaluating specific investment opportunities in Canada.

Mr. Sarton joins the Embassy from a position of director with Guidehouse International, London. He has held a series of senior positions directly related to assisting in various forms of investment and technology transfers for European countries, with a heavy concentration in Germany. His assignment will be for two years.

"We are pleased to have a person of Mr. Sarton's qualifications in support of the Government's investment promotion objectives in Germany", said Mr. Kelleher. "Mr. Sarton's experience in working closely with European investors and the Canadian private sector will be very valuable in promoting investment from this important market".

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Mr. Sarton's appointment follows Cabinet's decision to authorize the Department of External Affairs to recruit investment advisors for priority markets. It is in cooperation with Investment Canada and part of the Federal Government's investment promotion program launched last September 25, 1985 by the Minister of Regional Industrial Expansion.

Mr. Kelleher recently announced similar assignments of Mr. Victor Clarke to Canada's High Commission in London and Mr. Michael Howard to Canada's Embassy in Tokyo. He expects to make announcements in the future regarding the assignment of investment advisors to Paris, New York and one other Canadian government office in the United States.