

# News Release

Minister for  
International  
Trade



# Communiqué

Ministre du  
Commerce  
extérieur

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## FACING THE CHALLENGES OF EUROPE 1992

International Trade Minister John C. Crosbie today announced that he will be taking part in a conference, entitled "Europe 1992 and Canada", on February 26, 1990. The conference is jointly sponsored by External Affairs and International Trade Canada and British Columbia's Ministry of International Business and Immigration. It is organized by the Business Council of British Columbia.

B.C.'s Premier William N. Vander Zalm and International Business Minister Elwood Veitch will also be participating.

"The elimination of most of Europe's internal trade barriers to allow for the free movement of goods, services, capital and people among the 12 member countries, will make the European Community the world's largest trading group and a strategic gateway to the economies of Eastern Europe," Mr. Crosbie said. "It is imperative that Canada establish a presence in Europe."

The conference will focus on issues of interest to Canadian business resulting from dramatic changes to Europe's economic structure. Business people will have a chance to learn about government policies and programs aimed at supporting their ventures and to find out how to develop and maintain a competitive advantage when dealing with European trading partners.

Mr. Veitch said that Europe represents a larger proportional part of British Columbia's export pattern than the other provinces or Canada as a whole.

"We have a traditional pattern, which is being maintained, of exporting 16 per cent of our goods to Europe," he said. "That's why the ongoing changes in Europe, leading up to their single market initiative, are so important to our province."

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Mr. Crosbie said Europe is already Canada's second largest trading partner and one of the three markets targeted in Canada's Going Global Strategy announced by Prime Minister Mulroney in Singapore last October 15. "A European single market will have a profound impact on Canadian businesses wishing to compete on a global basis," Mr. Crosbie said.

During the conference, Mr. Willy De Clercq, Chairman of the External Economic Relations Committee for the European Parliament, will present a perspective on how Europeans view the economic reforms brought about by the single market. Four seminars will also be held, each focussing on one sector: agriculture and food products; telecommunications and high technology; fisheries, and forest products. A panel comprising of Ray Smith, President and Chief Executive Officer of MacMillan Bloedel Ltd., Anne Aurelius, Vice-President of Barclays Bank, Bill Grant of the Canadian Manufacturers' Association and Peter Manson of Lander Downs will discuss business opportunities in the Europe of 1992.

B.C. Business Council Chairman Dick Baker, who will chair the conference, said it is very important for his organization to be involved in the conference in view of the implications of Europe 1992 to its member companies.

"Europe 1992 and Canada" is the third in a series of cross-Canada conferences designed to provide business people with information to assist them to take advantage of the challenges and opportunities of Europe 1992.

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