



No. 114

June 13, 1988.

CROSS CANADA CONFERENCE SERIES

FREE TRADE

THE OPPORTUNITIES

International Trade Minister, John C. Crosbie, today announced a series of conferences designed to help Canadian business explore the new trade opportunities flowing from the Canada-U.S. Free Trade Agreement.

The Minister launched a Canada-wide conference series that will begin on June 21, in Saskatoon, and end on July 7, in Saint-John, New Brunswick. The conference series, part of the communication initiatives that the Minister had recently made public, will provide a detailed program tailored to the needs of experienced exporters as well as those of new exporters who wish to participate in Canada's expanded trade opportunities.

"We want to assist Canadian business people to prepare for the new opportunities in the U.S. market that will flow from the Free Trade Agreement", said Mr. Crosbie. "Canada will gain increased and more secure access to the largest market in the world, the United States, and we want to ensure that Canadian businesses are well prepared", added Mr. Crosbie.

.../2

Minister for
International
Trade

Ministre du
Commerce
extérieur

Each conference will provide specific information on sectoral opportunities identified in recent research as well as on government services to assist exporters. Business people will have access to trade commissioners from Canada's missions in the United States during geographic and sector workshops which will review successful marketing methods south of the border and explore the new opportunities created by the Free Trade Agreement. Canadian Government officials from the Department of External Affairs and the Department of Regional Industrial Expansion and private industry speakers will also provide concrete advice on how to succeed in the developing new trade environment. Each conference will have a special workshop devoted specifically to the interests of companies who have never before exported.

These conferences will be open to the media.

For more information, please contact the Trade Director of your Regional Industrial Expansion Office (see list attached).

CROSS CANADA CONFERENCE SERIES/FREE TRADE AGREEMENT

<u>Date</u>	<u>Event Location</u>	<u>Regional Industrial Expansion Office</u>	<u>Trade Director</u>	<u>Telephone</u>
Tues. June 21	Saskatoon	Saskatoon	Al McEwen	(306) 975-4318
Wed. June 22	Vancouver	Vancouver	Gordon Keys	(604) 666-0434
Thurs. June 23	Edmonton	Edmonton	Jack Kepper	(403) 420-2944
Fri. June 24	Winnipeg	Winnipeg	Bob Mason	(204) 983-2300
	London	Toronto	Doug Paterson	(416) 973-5000
Mon. June 27	St. Catharines	Toronto	Doug Paterson	(416) 973-5000
	Montreal	Montreal	Bruno Goulet	(514) 283-7907
Tues. June 28	Toronto (East)	Toronto	Doug Paterson	(416) 973-5000
Wed. June 29	Sherbrooke	Sherbrooke	Ronald Poirier	(819) 564-5912
	Toronto (West)	Toronto	Doug Paterson	(416) 973-5000
	Québec	Québec	Jean Grandmaison	(418) 648-2507
Thurs. June 30	Kitchener	Toronto	Doug Paterson	(416) 973-5000
Mon. July 4	Chicoutimi	Alma	Rita Tremblay	(418) 668-3084
	Charlottetown	Charlottetown	Fraser Dickson	(902) 566-7400
Tues. July 5	Halifax	Halifax	Doug Rosenthal	(902) 426-2018
Wed. July 6	St. John's	St. John's	Jim Harman	(709) 772-5511
Thurs. July 7	Saint John	Moncton	Yvon Lavallée	(506) 857-6400