



News Release

No. 217

Communiqué

October 1, 1991

MARKETPLACE '91: BRINGING THE WORLD TO OUR DOORSTEP

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today announced the start of Marketplace '91, bringing Canadian trade officers from around the world to meet first-hand with Canadian exporting companies.

"Our standard of living depends on our success in markets. Our success depends on our competitiveness and our competitiveness depends largely on our productivity, increasing our use of export opportunities, improving the quality of our goods and services, and doing so at a competitive price," Minister Wilson said.

Marketplace '91 provides a unique opportunity for current and prospective exporters to meet with experienced Canadian trade commissioners. Through consultations during October and November, five groups of commissioners will have personal meetings with representatives of Canadian companies on how to open up opportunities to enter specific market sectors.

This year's focus is on five sectors: consulting engineering, environmental equipment, value-added wood products and building materials, consumer products, and food products. (The Marketplace '91 schedule is attached.)

"Canada's prosperity was founded on trade," Minister Wilson said. "Trade built this country, whether the export was fish or furs, timber or wheat, engineering services or telecommunications. No G-7 nation, except Germany, is more reliant on trade than Canada. We need to expand our pursuit of every available trade opportunity."

Marketplace '91 is a key part of Canada International Trade Month, which emphasizes the importance of trade to Canada's competitive position in the world.

- 30 -

For further information, media representatives may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874

MARKETPLACE '91

Environmental Equipment and Related Services

Tues-Wed, October 1-2
Thurs/Fri, October 3-4
Mon/Tues, October 7-8
Wed/Thurs, October 9-10
Fri, October 11

Canadian Region

Vancouver
Edmonton
Toronto
Montreal
Halifax

Posts

Taipei
(Taiwan)*
Hong Kong
Washington
Pittsburgh
Los Angeles
Milan
Madrid
The Hague
Mexico City
Vienna
Seoul
Atlanta
Sao Paulo

* Taipei will miss Halifax.

Value-Added Wood Products/ Building Materials

Mon, October 7
Tues/Wed, October 8-9
Thurs/Fri, October 10-11
Tues/Wed, October 15-16
Thurs/Fri, October 17-18

Moncton
Toronto
Quebec City
Edmonton
Vancouver

Seoul
Atlanta
Chicago
San Francisco
Dusseldorf
London
Tokyo
Tel Aviv

Only London, Atlanta and Tel Aviv will participate in Moncton.
Other posts will start in Toronto.

Consulting Services

Mon, October 21
Tues, October 22
Wed, October 23
Thurs, October 24
Fri/Mon, October 25-28
Tues/Wed, October 29-30
Thurs, October 31
Fri, November 1

Vancouver
Calgary
Regina
Winnipeg
Toronto
Montreal
St. John's
Halifax

Beijing
Manila
Algiers
Washington*
Jakarta
Taipei
Abidjan
London
Sao Paulo

* Washington will miss St. John's and Halifax.

Consumer Products

Mon/Tues, October 21-22
Wed, October 23
Thurs/Fri, October 24-25
Mon/Tues, October 28-29
Wed/Thurs, October 30-31
Fri, November 1

Canadian Region

Vancouver
Calgary
Winnipeg
Toronto
Montreal
Halifax

Posts

Dusseldorf
London
Brussels
Paris
The Hague
Stockholm
New York
Los Angeles
Minneapolis

Food Products (Eastern
Canada)

Thurs/Fri, November 14-
15
Mon/Tues, November 18-19
Wed, November 20
Thurs, November 21
Fri, November 22

Montreal
Toronto
Halifax
Charlottetown
St. John's

London
Paris
Dusseldorf
Tokyo
Boston
New York
Oslo
Atlanta**
Caracas
Los Angeles*
Minneapolis*
Buffalo*
Detroit*
Seattle*
Chicago*
Cleveland*
San Francisco*

* For Toronto location only.
** Atlanta will miss Halifax.

Food Products (Western
Canada)

Mon, November 25
Tues/Wed, November 26-27
Thurs/Fri, November 28-
29
Mon/Tues, December 2-3

Winnipeg
Regina

Edmonton
Vancouver

Seoul
Tokyo
Hong Kong
Mexico City
Minneapolis
Chicago
Los Angeles
London