



DEPARTMENT OF EXTERNAL AFFAIRS  
MINISTÈRE DES AFFAIRES EXTÉRIEURES

# communiqué

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## SEMINARS TO PROMOTE MARKET OPPORTUNITIES IN AFRICA

The Honourable Gerald Regan, Minister of State (International Trade), announced today that he has convened a series of seminars, to be held in four Canadian cities to promote Market Opportunities in Africa.

Minister Regan will present a keynote luncheon address in Toronto and Halifax and his colleague, the Honourable Charles Lapointe, Minister of State (External Relations) will speak in Montreal and Edmonton. The seminars will be held:

Montreal, December 9	Hyatt Regency Hotel
Toronto, December 13	Constellation Hotel
Halifax, December 15	Chateau Halifax Hotel
Edmonton, December 16	Northwoods Inn Hotel

Eleven Canadian Trade Commissioners currently assigned to African posts will be presenting first-hand reports on the market potential in their territories. Invitations to the seminars have been extended to those Canadian businessmen whose companies have the potential to penetrate this valuable market. Canadian exports to Africa have tripled in the last five years, and in 1981 totalled over \$1.5 billion.

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The seminars will include comments from provincial representatives, the Canadian International Development Agency (CIDA), the Export Development Corporation (EDC) and will feature presentations by the Trade Commissioners. The Canadian Executive Director to the World Bank will also speak in Montreal and Toronto.

Trade Commissioners and other government officials will be available for short private interviews to discuss opportunities for individual products or services in specific markets. These will be held in the afternoon following the luncheon.

The seminars will be presented in cooperation with the Canadian Export Association, the Canadian Manufacturers' Association, the Canadian Chamber of Commerce and the Canadian Association of Fish Exporters.

For further information, please contact:

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