

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
Commerce  
extérieur

No. 010

January 18, 1990.

## INTERNATIONAL TRADE MINISTER CROSBIE TO LAUNCH THREE NEW U.S. TRADE SATELLITE OFFICES

International Trade Minister John C. Crosbie today announced that he will officially open three new satellite trade offices in San Diego (Jan. 25), Miami (Jan.31), and San Juan, Puerto Rico (Feb.2). In addition, Mr. Crosbie will play an active role in assisting several delegations of Canadian business people in developing new markets.

"These three new trade offices are strategically placed," said Mr. Crosbie. "They will assist Canadian exporters to take full advantage of improved market access under the Free Trade Agreement by broadening market penetration in several of the fastest growing metropolitan regions in the United States.

"The FTA spells increased opportunities. And I would like to invite all Canadian business people to join the over 10,000 Canadian small and medium-sized firms who, in 1989, took advantage of External Affairs and International Trade Canada's trade promotion programs in the U.S.

"During my trip to open new satellite offices, I will be associated with two New Exporters to Southern States (NEXUS) Missions -- a mission of electronic components exporters in San Diego, and a mission of residential furniture exporters in Miami."

In Puerto Rico, the Minister will be leading an Atlantic Canada Business Leaders Mission, and will meet with the Governor. Mr. Crosbie will also officially open the Canadian stand at the Hardware/Houseware Show of the Caribbean, at which Canadian companies will be exhibiting their products.

"The NEXUS program is proving to be an invaluable tool for introducing Canadian exporters to rapidly expanding U.S. markets," said Mr. Crosbie. "Experience shows a return of some \$100 dollars in orders for every dollar spent by the government in U.S. trade development. I am pleased to participate in a process that provides an effective focal point for the efforts of enterprising Canadian companies."

Mr. Crosbie will be meeting with major U.S. seafood buyers and processors, as well as senior officials of fisheries research institutes during his trip, to discuss fisheries management issues and export market opportunities for Canadian fish products.

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Affaires extérieures et  
Commerce extérieur Canada  
External Affairs and  
International Trade Canada

Canada

The Minister's trade development and promotion initiative will also include consultations, in Washington, D.C., with senior Canadian trade officials from across the U.S.

The addition of the three new satellite offices brings to 27 the total number of U.S. trade offices, ensuring Canadian exporters have the widest possible access to export opportunities in virtually every major region and distribution centre in the United States.

"The FTA means the door is wide open for Canadian exporters to take advantage of new market opportunities in every part of the U.S.," said Mr. Crosbie. "By upgrading Canada's trade development and promotion capabilities, we have put into place a network of assistance to exporters that is second to none."

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For more information, media representatives should contact:

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

**BACKGROUND TO MINISTER CROSBIE'S VISIT TO THE UNITED STATES  
JANUARY 23 TO FEBRUARY 2, 1990**

**CANADIAN SATELLITE TRADE OFFICES IN THE UNITED STATES**

Satellite Trade Offices report directly to a headquarters Consulate or Consulate General. In the case of San Diego, the Office is under the trade program of the Canadian Consulate General in Los Angeles; the Trade Offices in Miami and San Juan report to the Consulate General in Atlanta. Their role is to deliver priority trade programs in a cost-effective manner to urban centres offering the best prospects for expanded Canadian trade and investment development.

**CANADIAN TRADE OFFICE IN SAN DIEGO** - is located in the eighth largest metropolitan region in the U.S., with a growing number of opportunities for Canadian businesses in the energy, communications/informatics, transportation and bio/health sciences sectors. In existing Canada/US trade, California ranks fifth in volume with total two way trade reaching \$9.2 billion.

**CANADIAN TRADE OFFICE IN MIAMI** - is located in a region of particularly rapid growth. Florida is the fourth most populated state in the U.S. Total two way trade between Canada and Florida reached \$2.8 billion in 1988.

**CANADIAN TRADE OFFICE IN SAN JUAN** - As the capital of Puerto Rico, San Juan is a major trans-shipment centre for the Caribbean and Latin America. Canada has a strong banking and trade presence on the Island. Puerto Rico is second only to Brazil in the Latin American market for importation of merchandise. Of that figure, two way trade between Puerto Rico and Canada amounted to \$491 million in 1988.

In addition to trade offices, External Affairs and International Trade Canada has developed the New Exporters to Border States (NEBS) program, which introduces new exporters to the northern states, and the New Exporters to the U.S. South (NEXUS) program, to introduce new exporters to the southern states. NEXUS is targeted on the numerous small to medium-sized companies from every region of the country who are already exporting to the northern tier states. Under NEXUS, companies are encouraged to venture further south into other U.S. regional markets by participating in outgoing, sector-specific trade missions, to meet potential new clients and learn about promising new markets by hearing briefings from local market experts and by visiting a regional trade fair. It is expected that some 25 NEXUS missions involving about 500 companies will be undertaken in the 1990 program of trade events.

For more information:

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**PROPOSED ITINERARY FOR MINISTER OF INTERNATIONAL TRADE VISIT  
TO THE UNITED STATES**

Washington, January 23, 1990

Meeting with Heads of Canadian missions in the United States

San Diego, January 24 and 25

Official Opening of San Diego Trade Office - January 25

Meetings with:

J.J. Camillo Fish Brokers  
Chesapeake Bay Fish Company  
Northern Telcon Electronics  
The Hahn Company/Trizec  
National Marine Fisheries Service  
Alberta/Ontario Investment Mission  
NEXUS mission of Canadian electronic component  
manufacturers  
Group of San Diego business leaders

San Francisco, January 26 to 29

Meetings with:

Chevron Corporation  
San Francisco Municipal Railway  
Apple Computers  
American Electronics Association  
California Public Utilities Board

Miami, January 30 and February 1

Official Opening of Miami Trade Office - January 31

Meetings with:

Rosentiel Marine and Atmospheric Institute  
Coral Gables Chamber of Commerce  
Speech to Greater Miami Chamber of Commerce  
Canadian American Business Alliance  
Nexus mission of Canadian residential furniture  
manufacturers

San Juan, Puerto Rico, February 1 and 2

Official Opening of Canadian Trade Office - February 2

Meetings with:

Reception for local business community, Canadian  
business and financial community and Puerto Rico  
Government representatives  
Mission of Atlantic Canada Business Leaders  
Canadian exhibitors at Hardward/Housewares Show of the  
Caribbean  
Puerto Rican fish buyers/traders  
Luncheon Speech at Department of State to local  
business community  
Governor Rafael Hernandez Colon  
Secretary of State Antonio Colorado