



# communiqué

N<sup>o</sup>:  
No.: 131

SEPTEMBER 28, 1984.

## TRADE MINISTER TO KICK OFF EXPORT TRADE MONTH IN WASHINGTON

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Canada Export Trade Month will be launched on Monday, October 1st in Washington, D.C. by the Honourable James Kelleher, Minister for International Trade. The Minister will mark the official beginning of Trade Month at the huge International Public Transit Expo '84 in which Canada is a major participant.

The Minister said: "It is especially fitting that we launch Trade Month at this very large and important international show, being hosted this year by Canada's principal trading partner. Canada will have the largest pavillion and our competitive excellence in this sector will be there for all to see."

The launch will mark the beginning of a concentrated focus on international trade right across Canada during the month of October. Business, industry, the academic community and federal and provincial governments have combined their efforts to increase awareness of the critical role of exports to our economic well-being, and to encourage small and medium size businesses in their export endeavours. Events planned by regional committees are being held in every province and the territories. These range from major meetings and trade seminars involving hundreds of people, to one-on-one meetings with Trade Commissioners brought home from their posts to share their expertise with exporters and potential exporters.

The Minister will speak at several major events in various parts of the country during October, reinforcing the urgency of the Trade Month message to all Canadians.

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Following the inauguration of the Canadian Pavillion, Mr. Kelleher will join American officials including Elizabeth Hansford Dole, American Secretary of Transportation, and New York Mayor Ed Koch to officially open the American Public Transportation Association (APTA) annual meeting, and Expo '84.

In the afternoon, the Minister will take advantage of his visit to Washington to call on United States Trade Representative William Brock and Commerce Secretary Malcolm Baldrige.

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