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## EXPORTVISION BRINGS EXPORT MARKETS TO CANADA'S DOORSTEP

The Honourable Tom Hockin, Minister for International Trade, today announced the launch of ExportVision -- a trade development program designed to help Canadian exporters gain new markets for their products and services.

ExportVision is a featured event of Canada International Trade Month, an annual initiative that celebrates the success of Canadian exporters and encourages and assists enterprises to pursue international business opportunities.

"In today's competitive economic climate, Canadian exports are leading Canada out of the worldwide recession," Mr. Hockin said. "Our high standard of living and the quality of our social programs depend, to a large degree, on exports. To export successfully we need to penetrate and develop world markets for Canadian products and services."

As part of ExportVision, more than 70 trade officers from External Affairs and International Trade Canada's foreign and domestic offices will meet with exporters and potential exporters in some 45 Canadian cities to discuss market opportunities.

"ExportVision brings Canada's trade experts together with the experts in business -- the exporters and soon-to-be exporters who show every day that Canadians can compete with the best in the world," the Minister said.

From October 18 to 22, trade officers will focus on four industry sectors: fish; health-care products and services; industrial and electrical equipment and technology; and mining equipment and services. In November, during the second phase of ExportVision, trade officers will meet with exporters interested in the agriculture-food sector.

"Our trade officers know exactly where the market opportunities are -- in what countries, in what regions and niches -- now, and in the future. They also know how to go

about turning these very real prospects into solid sales," added the Minister.

ExportVision also offers seminars on the fundamentals of exporting, on doing business in the United States and the rapidly growing Mexican market, and on the tariff implications of the North American Free Trade Agreement (NAFTA). Through a special outreach component, beginning October 4, trade officers and Canada Export Award winners will travel to smaller communities to meet with exporters, speak at business functions, high schools and colleges, and participate in local trade events.

"The federal government has worked hard to open doors to international business opportunities for Canadian exporters. Securing access to markets through trade negotiations and agreements is one of the keys to Canada's productivity and competitiveness," the Minister said.

"This is why we signed the Canada-U.S. Free Trade Agreement and the NAFTA. This is also why bringing a successful conclusion to the Uruguay Round of the multilateral trade negotiations remains a top priority -- so we can gain better access for our products and enhance our prospects for prosperity."

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For further information, media representatives may contact:

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## EXPORT VISION '93

### MINING EQUIPMENT AND SERVICES

October 19 - Montreal  
October 20 - Toronto  
October 21 - Sudbury  
October 22 - Vancouver

Peru  
Mexico  
Chile  
Venezuela  
Indonesia  
Australia  
Philippines  
China  
Minneapolis, Minnesota  
African markets

### HEALTH-CARE PRODUCTS AND SERVICES

October 18 - Halifax  
October 19 - Montreal  
October 20 - Toronto  
October 21 - Winnipeg  
October 22 - Calgary

Germany  
Switzerland  
Mexico  
Cuba  
Malaysia  
Jordan  
Korea  
Chicago, Illinois  
Boston, Massachusetts  
New York, New York  
Minneapolis, Minnesota

### INDUSTRIAL AND ELECTRICAL MACHINERY AND TECHNOLOGY

October 19 - Montreal  
October 20 - Toronto  
October 21 - Saskatoon  
October 22 - Vancouver

Mexico  
Colombia  
Brazil  
Indonesia  
India  
Philippines (Montreal and Toronto only)  
Taiwan  
Thailand  
Chicago, Illinois  
Pittsburgh, Pennsylvania  
Detroit, Michigan  
Saudi Arabia  
Israel

### FISH

October 18 - Vancouver/Halifax  
October 20-21 - St. John's  
October 22 - Charlottetown/  
Moncton/Bay of Fundy

Great Britain  
France  
Spain  
Germany  
Italy  
Norway  
Denmark  
Mexico  
Russia  
Tokyo, Japan  
Osaka, Japan  
Hong Kong  
Boston, Massachusetts  
Los Angeles, California  
Atlanta, Georgia  
Detroit, Michigan  
Minneapolis, Minnesota  
Australia