

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
extérieur

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October 27, 1989.

EXPORT MARKETPLACE 1989

The Minister for International Trade, John C. Crosbie today announced the launch of Export Marketplace '89. A continuation of national Canada Export Trade Month activities held during October, Export Marketplace '89 will be held from October 30 through November 17. It brings Trade Commissioners from more than 50 Canadian missions worldwide together with exporters, for one-to-one meetings in eleven centres across Canada. As an added feature this year, teams of Trade Commissioners will also travel to 54 smaller Canadian cities to conduct scheduled briefing sessions with small and medium-sized businesses.

"Marketplace '89 has something to offer current Canadian exporters and businesses which are export-ready. At Marketplace sites, exporters get the opportunity to discuss economic trends and expansion possibilities in targeted market areas with Trade Commissioners from those areas. At the same time, companies new to doing business outside Canada can discuss their export potential with those best placed to give them informed advice about selling their products," said Crosbie.

In fiscal year 1988/89, Canada's 818 trade officers helped Canadian businesses generate \$5.1 billion worth of exports. Trade officers worldwide handled over 130,000 enquiries by Canadian exporters, and almost 124,000 enquiries from foreign importers interested in doing business with Canada. "These trade officers are a vital link between Canadian exporters and international markets. Our Trade Commissioners rank with the best in the world," Crosbie said.

At Export Marketplace '89, exporters and potential exporters will have the opportunity to meet with sectoral specialists from External Affairs and International Trade Canada, as well as representatives from the Federal Business Development Bank, the Canadian International Development Agency and the Export Development Corporation. Trade specialists from the local International Trade Centre will be on hand to provide information on export assistance and trade development programs. Canadian Trade Commissioners, who represent Canadian interests at the World Bank and various Development Banks, will also be available to tell interested businesses how to bid successfully for Bank projects.

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"Export Marketplace continues to be an excellent exchange of information, providing Canadian exporters with a unique opportunity to receive the most up-to-date information possible in order to better compete in today's fast-paced global environment," Crosbie added.

For further information media may contact:

The International Trade Centre nearest you (list attached).

OR

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



International Trade Centre Locations

Vancouver

Scotia Tower
900-650 West Georgia
Street
P.O. Box 11610
Vancouver, B.C.
V6B 5H8

(604) 666-0434
Fax: 666-8330

Winnipeg

9th Floor
330 Portage Avenue
P.O. Box 981
Winnipeg, Manitoba
R3C 2V2

(204) 983-8036
Fax: 983-2187

Halifax

1496 Lower Water
Street
P.O. Box 940
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Halifax, Nova Scotia
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(902) 426-7540
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Harry Hays Building
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134 Kent Street,
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(403) 495-2944
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Stock Exchange Tower
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Suite 3800
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Montreal, Quebec
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(514) 283-8185
Fax: 283-3302

St. John's

90 O'Leary Avenue
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(709) 772-5511
Fax: 772-2373

Saskatoon

6th Floor
105-21st Street East
Saskatoon, Saskatchewan
S7K 0B3

(306) 975-4353
Fax: 975-5334

Moncton

Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9

(506) 857-6452
Fax: 857-6429

TIER I

**EXPORT MARKETPLACE '89
BRITISH COLUMBIA**

Date/Time	City/Location
October 30-31 9:00 - 12:00 1:00 - 5:00	Vancouver: Exhibition Hall Robson Square Media Centre 800 Robson Street, Vancouver, B.C.
Registration: 8:00	

November 16 9:00 - 12:00 1:00 - 5:00	Ottawa: Capital Hall Ottawa Congress Centre 55 Colonel By Drive, Ottawa, Ontario
Registration: 8:00	

November 17 9:00 - 12:00 1:00 - 5:00	London: Regency and Chelsea Ballrooms Best Western Lamplighter Inn 591 Wellington Road, London, Ontario
Registration: 8:00	

**EXPORT MARKETPLACE '89
ALBERTA**

Date/Time	City/Location
November 6 9:00 - 12:00 1:00 - 5:00	Edmonton: Westin Ballroom Westin Hotel Edmonton 10135 - 100th Street, Edmonton, Alberta
Registration: 8:00	
November 7 9:00 - 12:00 1:00 - 5:00	Calgary: Exhibition Hall B Calgary Convention Centre 120 - 9th Avenue S.E., Calgary, Alberta
Registration: 8:00	

**EXPORT MARKETPLACE '89
QUÉBEC**

Date/Time	City/Location
October 30-31 9:00 - 12:00 1:00 - 5:00	Montréal: Salle de bal Ouest et Centre Le Centre Sheraton, 1201, boul. René Lévesque ouest, Montréal, Québec
Registration: 8:00	

November 1 9:00 - 12:00 1:00 - 5:00	Sherbrooke: Salle de bal Orford Centre de villégiature Chéribourg, C.P. 337, Magog, Québec
Registration: 8:00	

**EXPORT MARKETPLACE '89
MANITOBA**

November 13 9:00 - 12:00 1:00 - 5:00	Winnipeg: Midway and East Ballrooms Westin Hotel Winnipeg 2 Lombard Place, Winnipeg, Manitoba
Registration: 8:00	

November 2 9:00 - 12:00 1:00 - 5:00	Québec City: Salle de bal St. Laurent Holiday Inn Centre-ville 395 rue de la Couronne, Québec City, Québec
Registration: 8:00	

**EXPORT MARKETPLACE '89
ATLANTIC PROVINCES**

Date/Time	City/Location
November 6 9:00 - 12:00 1:00 - 5:00	Halifax: Commonwealth Ballroom Nova Scotian Hilton 1181 Hollis Street, Halifax, Nova Scotia
Registration: 8:00	

**EXPORT MARKETPLACE '89
ONTARIO**

Date/Time	City/Location
November 13-14-15 9:00 - 12:00 1:00 - 5:00	Toronto: Ground Floor Canadian Exposition and Conference Centre 272 Attwell Drive, Toronto, Ontario
Registration: 8:00	

Registration forms can be obtained by calling the Marketplace '89 Secretariat toll free at 1-800-267-6005.

TIER II

Gaspe	November 1-3	Rimouski	November 3
Chicoutimi	November 3	Trois Rivieres	November 3
Yarmouth	November 7-8	Charlottetown	November 7-8
Cornerbrook	November 7-8	Saint John	November 7-9
St. John's	November 7-10	Fredericton	November 8
Moncton	November 8-10	Gander	November 8-10
Edmonston	November 9	Bathurst	November 9
Sydney N.S.	November 9-10	Summerside	November 9-10
Caraquet	November 10		
Victoria	November 1	Kamloops	November 1
Prince George	November 1	Lethbridge	November 1-2
Whitehorse	November 1-3	Yellowknife	November 1-3
Sidney B.C.	November 2	Abbotsford	November 2
Vernon	November 2	Medicine Hat	November 2-3
Nanaimo	November 3	Chilliwack	November 3
Kelowna	November 3	Regina	November 8
Saskatoon	November 8-10	Timmins	November 8-10
Thunder Bay	November 8-10	Sault Ste. Marie	November 8-10
Swift Current	November 9	Estevan	November 9
Moose Jaw	November 9	Prince Albert	November 9
Yorkton	November 10	North Battleford	November 10
Sudbury	November 14-15	Hamilton	November 14-17
St. Catharines	November 14-17	Oshawa	November 14-17
Windsor Ont.	November 16	Sarnia	November 16
Cambridge	November 16	Owen Sound	November 16
North Bay	November 16-17	Barrie	November 17
Peterborough	November 17	Cornwall	November 17
Kingston	November 17		