

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
extérieur

No. 212

September 29, 1988.

BUSINESSES ACROSS THE COUNTRY INVITED TO PARTICIPATE

IN CANADA EXPORT TRADE MONTH THROUGH EXPORT MARKETPLACE 88

International Trade Minister John C. Crosbie announced Export Marketplace 88, an annual event that helps Canadian exporters and potential exporters learn of opportunities in the international marketplace and benefit from the Department of External Affairs' international trade expertise.

"In 1987, Canada exported \$144 billion worth of products and services which helped generate over one third of Canada's Gross Domestic Product. Every billion dollars earned through exports will create as many as 20,000 jobs. In fact, today, the livelihood of one out of every three employed Canadians in all parts of the country depends on export trade," Mr. Crosbie said.

"Export Marketplace 88 brings a world of opportunity a little closer to business. It provides business people with a chance to get export advice and strategic information on selling goods and services to a variety of foreign markets," Mr. Crosbie said. "It is a fact that thousands of small and medium-sized companies have established contacts in the U.S. and overseas and increased sales as a result of their participation in the event." More than 2,500 companies are expected to register this year for Export Marketplace and many of them are newcomers to exporting. These companies will be assisted, through participation in this event, in preparing themselves to take advantage of the new opportunities which will arise out of the Free Trade Agreement and Canada's participation in the Multilateral Trade Negotiation process.

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Export Marketplace 88 is the centrepiece of Canada Export Trade Month, launched today by Mr. Crosbie. This program is coordinated by External Affairs in order to impress upon Canadians the importance of export trade to Canada. The Canada Export Awards will be presented on October 3 to a group of Canadian companies chosen for their outstanding achievements as exporters. Trade Month will continue with over 200 special events.

Export Marketplace 88 will be held in 31 cities across Canada from October 11 to 31. At each location, trade commissioners based in External Affairs offices abroad will be on hand to meet on an individual basis with exporters and potential exporters. This year, participants will also be able to speak with representatives of companies and organizations that provide export services such as freight forwarders, brokers and banks. In addition, Marketplace will feature seminars and workshops on various subjects of interest to exporters including export financing and insurance, freight forwarding, customs brokerage and a general introductory briefing on exporting.

Dates and locations for Export Marketplace 88 as well as a local telephone number to call for registration information can be obtained by calling Info Export toll-free at 1-800-267-8376.

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For more information, contact:

Jo-Anne Polak
Media Relations Coordinator
Export Marketplace 88
(613) 230-2220

Danièle Ayotte
Media Relations Office
Department of External Affairs
(613) 995-1874