



# communiqué

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## TRADE COMMISSIONERS MARKETPLACE '85

The Minister for International Trade, the Honourable James Kelleher, has officially launched a major export trade promotion campaign to assist Canadian firms. The purpose of the project, entitled Export '85, is to encourage and assist Canadians not already exporting to enter the field and to assist those already exporting to broaden their product base and their market areas.

The first project under Export '85 is the Trade Commissioners Marketplace '85. Mr. Kelleher has called back 105 trade commissioners from abroad. Using another 25 located in Canada, he has directed them to travel across Canada for individual interviews with Canadian business people. Nineteen-thousand (19,000) invitations have been sent to companies all over Canada bringing this project to their attention and urging them to request appointments with trade commissioners. The commissioners will advise the business people on the conditions, procedures and demand for Canadian products in their country and area of accreditation. The meetings will be held from March 4 to March 28 in eighteen (18) centres across Canada.

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In addition, booths at each location will be staffed by the Provincial governments, the Department of Regional Industrial Expansion, the Canadian International Development Agency, the Export Development Corporation, as well as Canadian Science Councillors from our embassies abroad.

"Exports are vital to Canadian jobs. About 1/3 of our Gross National Product is related to export trade, and about 2 million jobs in Canada depend on trade", Mr. Kelleher said. "As Prime Minister Mulroney said at the recent First Ministers' Conference in Regina, Canada has lost a portion of its share of the international markets since 1968, and our objective is to recapture that share". Between now and 1990, every \$1 billion increase in merchandise exports should generate about 16,000 new jobs.

One important element of Marketplace '85 is the follow-up phase. At the end of each interview, the trade commissioners will fill out an interview report form which could lead to having Canadian firms send a representative to foreign countries offering potential to negotiate and contract export sales.

Other projects, such as trade missions abroad, are to be announced in the near future.

"Export '85 is a concrete example of the Mulroney Government's commitment to work in close consultation with the provinces and the private sector on avenues to secure and enhance market access", Mr. Kelleher said.

The dates and Marketplace centres are as follows:

<u>DATE</u>	<u>PLACE</u>
Monday & Tuesday, March 4 & 5,	Montreal, P.Q., Holiday Inn Downtown
Monday & Tuesday, March 4 & 5	Vancouver, B.C., Hotel Vancouver
Thursday, March 7	Edmonton, Alta, Convention Centre
Friday, March 8	Halifax, N.S., World Trade & Convention Centre
Friday, March 8	Calgary, Alta, Convention Centre
Monday, March 11	St. John's, Nfld, Hotel Newfoundland
Monday, March 11	Sault Ste. Marie, Ontario, Ramada Inn

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<u>DATE</u>	<u>PLACE</u>
Monday, March 11	Kelowna, B.C., Capri Hotel
Tuesday, March 12	Whitehorse, Yukon, Sheffield Hotel
Wednesday, March 13	Charlottetown, P.E.I., The Charlottetown
Wednesday, March 13	Saskatoon, Sask., Saskatoon Inn
Wednesday, March 13	Winnipeg, Manitoba, Fort Garry Hotel
Thursday, March 14	Yellowknife, N.W.T., Explorer Inn
Friday, March 15	Saint John, N.B., The Delta Brunswick
Friday, March 15	Quebec City, P.Q., Loews Le Concorde Hotel
Friday, March 15	Regina, Sask., Hotel Saskatchewan
Monday, March 25	Toronto, Ontario, Royal York Hotel
Tuesday, March 26	Toronto, Ontario, Royal York Hotel
Thursday, March 28	London, Ontario, Centennial Convention Centre

For further information, please contact:

Jean Boisjoli  
Special Assistant to  
the Minister for Interna-  
tional Trade

(613) 992-7332

OR

Marc Brault  
Director General  
Export '85

(819) 994-6241