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OCTOBER IS CANADA'S EXPORT TRADE MONTH

The Honourable Gerald Regan, Minister of State (International Trade), today officially launched Canada Export Trade Month to be held throughout October. The decision to designate October as Canada Export Trade Month was made at the last federal-provincial trade ministers' conference.

"Canada's Export Trade Month is a cooperative venture involving business and the federal and provincial governments", he said. "It is intended to increase the understanding and awareness of the general public as well as the business community to the importance of external trade to our national economy".

Mr. Regan said more than 250 events have been scheduled across the country during the month which are linked one way or another with export trade, ranging from major international events such as the Third Annual Pacific Rim Opportunities Conference to local and regional events featuring local business people.

The Minister announced today the establishment of a Trade Information Centre. The Centre will be located on the Ground Floor of the Pearson Building in Ottawa and will be available to business people across the country interested in export prospects through a special number: 1-800-267-8376. "This will provide information on a full range of support services offered by government for exporters and potential exporters", Mr. Regan said. The Centre will be in operation on October 11.

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In addition, the start of an export trade newsletter was announced by the Minister. This will contain information on such things as trade fairs and exhibitions, changes in foreign regulations which may affect Canadian exporters, trends in policy development in overseas market nations, and pending initiatives by Canadian governments.

The Minister was accompanied at the Press Theatre by Tom Burns, President of the Canadian Export Association; Roger Hatch, Chairman of the Export Trade Development Board; Roy Phillips, President of the Canadian Manufacturers Association; and Bob Johnstone, Deputy Minister, International Trade, Department of External Affairs.

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