

# News Release

# Communiqué

Minister for  
International  
Trade



Ministre du  
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extérieur

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## HIGH-TECH LINKS WITH EUROPE PROMOTED AT MARKETPLACE '89 IN LONDON

International Trade Minister, John C. Crosbie today announced that 39 Canadian companies in advanced technology sectors will be participating in the Canada-UK "Marketplace '89" to be held in London, England from March 1 to 3, 1989.

Marketplace '89 is designed to provide a meeting place where Canadian firms can discuss business opportunities with interested UK-based companies. Over 400 British companies have already signed-up to meet their Canadian counterparts in the three major industry sectors covered by Marketplace '89 - computing products, telecommunications and electronics.

In pre-arranged one-on-one sessions over a two-day period, the Canadian and UK firms will discuss business opportunities for joint ventures, licensing and distribution agreements and agency arrangements for sales and marketing.

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"I am delighted with the enthusiastic response which UK firms are showing in wanting to talk business with our hi-tech companies," said Mr. Crosbie. "Our Government places a high priority on the continued expansion of Canada's technological base, and one of the ways we can do this is by developing strong partnerships with Europe's advanced technology firms."

A long standing traditional trading partner, Canada sees Britain as a natural high technology partner able to facilitate increased penetration of both the UK and continental European markets.

Organizers anticipate that Marketplace '89 will be particularly effective since firms from both countries were pre-screened for potential business compatibility prior to meetings being scheduled. It is the first time that the Department of External Affairs has targeted an event of this size and type towards the European markets.

Some of the Canadian companies will go on to participate in CeBIT '89 (World Centre - Office . Information . Telecommunications), a major international computer fair being held in Hanover, Germany, March 8 to 15, 1989.

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