

NEWS RELEASE

Wilfrid Laurier University



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WLU research centre offers trade seminar for novice exporters

Waterloo (Sept. 24) — The opportunities for and challenges of exporting to the United States and the Pacific Rim will be the focus of a trade seminar for novice exporters at Wilfrid Laurier University on Friday, Oct. 2.

Featured speakers at the event, organized by the Laurier Trade Development Centre, will be Maria Bernard, a Canadian government trade commissioner in Los Angeles, and C.S. Lee, a commercial officer with the Canadian embassy in Seoul.

The formal part of the program will begin at 8:30 a.m. and conclude at 11:30 a.m. Following a lunch break, participants will be able to consult with Canadian trade officials concerning export market development.

Project co-ordinator David Riley says the seminar is designed to help participants evaluate the readiness of their company and product for the global marketplace, gain a better understanding of opportunities in Mexico and the United States in light of NAFTA, and learn about government programs that assist with the development of export markets.

The seminar is being co-sponsored by External Affairs and International Trade Canada, and the economic development offices of Waterloo, Kitchener, Guelph, Cambridge, and Brantford.

While the seminar itself is free, lunch will be available for \$20 a person. To request more information or to register, please contact the centre at (519) 884-1970 ext. 6909.