

FOR IMMEDIATE RELEASE

***ATLANTIC PREMIERS TRAVEL TO TORONTO TO PROMOTE
ECONOMIC OPPORTUNITIES***

November 9, 2004 - The premiers of Canada's four Atlantic provinces will travel to Toronto to promote investment and economic opportunities in their region. The trip builds on a commitment by the four premiers to cooperate and to work more closely together to benefit the region's economy.

The visit will take place on November 16 - 17.

On November 16, Premiers Bernard Lord of New Brunswick, Danny Williams of Newfoundland and Labrador, John Hamm of Nova Scotia, and Pat Binns of Prince Edward Island will host a reception for members of Toronto's business and academic communities, including those who have already benefitted from investments and economic interests in Atlantic Canada, to promote the region's capabilities in many key sectors.

On November 17, the premiers will meet with members of Toronto's banking and financial communities and will address the Economic Club of Toronto at noon.

The four premiers agree that the region needs substantial private sector investment and they believe the time is right for entrepreneurs to take a closer look at what the Atlantic provinces have to offer. Over the past few years, the region has seen substantial growth in its research capabilities and has invested in post-secondary education and skills development. While traditional industries are an integral part of provincial economies, all four provinces have seen significant growth in sectors such as energy, manufacturing and information and communications technology. The region has also used its expertise in traditional areas to boost research and development in areas such as marine and bio-science.

"Nova Scotia, and all Atlantic Canada, has a great story about opportunity, growth and prosperity to tell business and community leaders in Toronto and around the world," said Nova Scotia Premier John Hamm. "We're home to a highly-skilled workforce, a competitive business climate, some of the best universities and community colleges and rapid growth in the knowledge-based and advanced manufacturing, to name but a few. On behalf of the people of Nova Scotia, I am looking forward to making our best business, economic and social case for the Atlantic Canada of the 21st century."

“I am looking forward to the opportunity to meet with key business leaders in Toronto to let them know what we are doing in this region to build our economy and prosperity,” said Premier Bernard Lord. “In Atlantic Canada, we are working hard to create a competitive business environment. We are embracing innovation, and we are building strategic infrastructure. As a region, we must not only change the way we think, we must change what others think of us; that is why this mission is so important.”

“There is a new spirit of optimism in Atlantic Canada as our economy continues to diversify and grow,” said Premier Pat Binns. “Economic indicators show that, in areas such as manufacturing, our growth is greater than many other regions of the country. We are proud of what we have achieved and we want to share the story of our success and to offer investors the chance to see what kind of real opportunities exist in our region.”

“The Atlantic region has much to offer and we must aggressively spread the word about the diverse and exciting opportunities we have to share,” said Premier Williams. “We have world-class resources, an educated and skilled workforce and leading edge industries upon which to build. The time has come for the rest of Canada to sit up and take notice of this wonderful, thriving region. Today's global environment is intensely competitive, so we must be equally intense and determined in our efforts to attract investment and business to our region.”

The premiers will also emphasize the strategic advantages of locating businesses in the Atlantic region – proximity to markets in Europe and the eastern seaboard of the United States, lower costs of doing business, an educated workforce with a high participation rate and easier access to government and to research.

- 30 -

For further information, please contact:

Robert Batherson
 Director of Communications
 Office of the Premier of Nova Scotia
 902-424-4895 (office)
 902-424-7648 (fax)
batherrk@gov.ns.ca (e-mail)
www.gov.ns.ca/prem (web)

Patrick Dorsey
 Executive Assistant and Senior Policy Advisor
 Office of the Premier of Prince Edward Island
 902-368-4400 (office)
 902-368-4416 (fax)
pjdorsey@gov.pe.ca (e-mail)
www.gov.pe.ca/premier (web)

Chisholm Pothier
 Press Secretary
 Office of the Premier of New
 Brunswick
 506-444-2286 (office)
 506-453-7407 (fax)
Chisholm.Pothier@gnb.ca (e-mail)

Elizabeth Matthews
 Director of Communications
 Office of the Premier
 Government of Newfoundland and Labrador
 709-729-3960 (office)
 709-690-5500 (cell)