
FOR IMMEDIATE RELEASE

Regina Office
P.O. Box 1787
#320 - 1801 Hamilton Street
Regina, Saskatchewan
CANADA S4P 3C6
PHONE: 306-787-9210
TOLL FREE: 1-877-313-7244
FAX: 306-787-6666



Saskatoon Office
#500 - 402 21ST Street East
Saskatoon, Saskatchewan
CANADA S7K 0C3
PHONE: (306) 933-6551
FAX: (306) 933-6556

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Media Release

Saskatchewan Unveils Global Marketing Initiatives

REGINA - STEP unveiled today a global marketing initiative that will not only market STEP members nationally and internationally but will also allow them to become part-time "Saskatchewan Ambassadors" for a broad cross-section of industries and agencies such as immigration, investment, and tourism.

The global communications marketing initiative was commissioned by Saskatchewan Trade and Export Partnership (STEP) in conjunction with provincial partners Enterprise Saskatchewan, Saskatchewan Advanced Education Employment and Labour and Tourism Saskatchewan.

Also involved in the marketing launch was Enterprise Saskatchewan which has developed a new set of international marketing materials under the *Saskatchewan. Opportunity Now* slogan. This initiative is aimed at communicating the immediate investment opportunities that the province offers to international investors.

"Saskatchewan is actively pursuing trade and investment opportunities in different countries and information material is a key tool for our officials and business people," Enterprise and Innovation Minister Lyle Stewart said. "The communications materials will help STEP and Enterprise Saskatchewan meet the economic development goals of our province."

Lionel LaBelle, President & CEO with STEP noted "effective communication tools are critical to the economic success of Saskatchewan. Our domestic wealth generation is directly related to the province's export capabilities." He added, "the core of this organization's objectives is the method of communication with our member investors as well as Saskatchewan's global customers and business partners. I believe that this project will ensure that the capabilities of our membership and our province are well positioned in the global marketplace."

STEP is a non-profit, membership driven, government/industry partnership, designed to promote the growth of Saskatchewan's export industry. STEP assists provincial businesses realize global marketing opportunities through specially tailored services and programs. STEP pursues growth in existing foreign markets and opens doors to new ones. Members include both businesses that are experienced and those that are new to international trade. The team of professionals has the experience, knowledge and international contacts to help companies meet their international marketing objectives.

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For further information, please contact:

Lionel LaBelle, President & CEO
Saskatchewan Trade & Export Partnership (STEP)
Tel: 306 227-8275
llabelle@sasktrade.sk.ca

Tim Tororey, Public Affairs
Enterprise Saskatchewan
Tel: 306 787-5582
tim.tororey@enterprisesask.ca