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### **YUKON EXPO 2008 SHOWCASES YUKON-MADE PRODUCTS**

WHITEHORSE – The 2008 Yukon Expo continues to showcase Yukon to the Edmonton business community. Entering its second week, the event is held in conjunction with the National Buyers/Sellers Forum. This annual initiative is helping to stimulate business development and export growth opportunities between Yukon and Alberta.

“The Yukon Expo is an excellent way to showcase Yukon as more than a beautiful tourist destination, but also as a viable place to invest and do business,” Economic Development Minister Jim Kenyon said. “We support business conventions of this type because they promote Yukon products to potential investors.”

Over 36 companies are featured in a number of displays, on mannequins and in pop-ups at the expo. Visitors to the expo are invited to contact Economic Development’s Business and Trade branch for more information on individual products or companies. Sportees Activewear is one of the participating Yukon businesses this year.

“We are happy to be part of Yukon Expo, it is always an advantage to be included in events that take place outside Yukon,” Sportees Activewear Owner Andrea Rodger said. “An event like this gives us access to a larger market, and assists us in developing “Yukon-made” products for market to other jurisdictions.”

Yukon Expo will facilitate the increased export of Yukon products and services as well as the development and expansion of Yukon businesses regionally and nationally.

The National Buyers/Sellers Forum offers a promotional gateway for Yukon businesses, products, services and potential new networks. The forum wraps up today and hosted over 900 delegates. For more information please visit [www.edmontonchamber.com](http://www.edmontonchamber.com).

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