

Let me begin by bringing you greetings from the Prime Minister, the Right Honourable Brian Mulroney. I think you can see the gold seal at the bottom of the page, but I doubt you can read the words. So here's his message:

"It gives me great pleasure to extend greetings to the participants of this ninth Japan-Canada Dialogue and to commend the organizers, Ko Marita of the Nihon Keizai Shimbun and A. Roy Megarry of the Globe and Mail, on the success of their undertaking.

"I am particularly pleased to learn from Mr. Megarry of the large number of business people in attendance as dialogues such as this are a meaningful way of increasing understanding and expanding commercial relations between our two great nations.

"My Government attaches great importance to the strengthening of our relations with Japan. This is an ongoing commitment, as evidenced by the participation of my colleague, The Honourable James Kelleher, in today's proceedings and by my own journey to Calgary last May to address the Canada-Japan Businessman's Conference.

"May I wish you every success in meeting the challenges of the future."

And it's signed, "Brian Mulroney."

I would like to add my own congratulations to those of the Prime Minister. We are all aware of the key role played by the business media — not only in covering the business news but also in creating impressions and conveying images which have a profound influence on business decisions in the international marketplace. But a few really serious business publications in the world go further. They also take it upon themselves to contribute to the

world of business by organizing conferences such as this, and they deserve our appreciation and gratitude.

For many Canadians, the business day begins with the arrival of The Globe and Mail before breakfast. Its Report on Business is required reading in executive suites across the country.

I know that for most Canadians Nihon Keizai Shimbun is not exactly a household word. However, Mr. Morita, those of us interested and involved in the Japanese economy know your organization is the prime source of economic and commercial news for top Japanese business leaders. It is of enormous value to your readers that you have a correspondent resident in Toronto. And of course it is no less valuable to the Canadian business community that The Globe and Mail has a correspondent in Tokyo.

Nihon Keizai Shimbun also markets electronic news of Canada in Japan in the form of Infoglobe, and that is another important element in the relationship between these two news organizations, and another assist to the important and sometimes difficult task of helping two quite different cultures understand one another.

It is a pleasure to share the podium with his Excellency Ambassador Kioaki Kikuchi to discuss the theme of this Dialogue, "Opening Canadian and Japanese Markets". As you know, Ambassador Kikuchi, one of my first official visits abroad was to Japan to meet with ministers of your government and leaders of your private sector, and my primary mission certainly bore more than a passing relationship to today's theme.

Japan, as you know, is our second largest trading partner; we are your 11th largest market and seventh largest