

Company. Mr. Larke arrived in Sydney in January 1895, and issued the following statement to the press:

"My mission, if you like to call it such, is a very simple one; it is simply to promote trade between Canada and Australia, and I am interested in assisting, if I can, the Australian people in finding markets for their products in Canada, just as much as I am in promoting trade for our products with the people of Australia. We desire to promote a through trade, a direct trade."

By remarkable coincidence, my mission, if you like to call it such, is very much the same.

For Canada, Australia is a market that has long been attractive. It is certainly no less so today than it was 90 years ago. Looking at the first six months of 1985, you are our twelfth largest market in terms of gross exports. For what it's worth, you rank just behind France, and just ahead of Italy. What's even more interesting, from our standpoint, is the sort of things you buy from us. Australia is Canada's fourth biggest market for fully finished manufactured goods. Hundreds of Canadian firms are active here, promoting their sales through local Australian sales representatives.

For many Canadian businessmen, in other words, Australia does not seem so far away. That being the case, Australians should find Canada just as close.

When I was speaking to your Ministers in Canberra two days ago, I discussed the prospect of a new round of multilateral trade negotiations under the auspices of the General Agreement on Tariffs and Trade. Forward movement toward an era of diminished trade

obstacles would benefit us all, and I am happy to say there is agreement between our two countries that a new round of trade talks -- it would be the eighth under the GATT -- is needed. It's needed for many reasons: to combat growing protectionism in the world, to address long-standing problem areas such as agriculture, quotas, subsidies and safeguards, and to bring the international trading system into phase with the changes that have been taking place in world markets.

The fact is that trade between nations is no longer what it was ten or even five years ago. We used to trade goods and that was it. Now we trade ideas. Much of the trade between Canada and Australia is still composed of tangible commodities, but more and more our firms are associated in other ways. We produce goods under licence. We use each other's brand names. We take a television program and produce new wealth by rebroadcasting it. We have one country's pop music stars record in another country's studio. We assiduously follow the latest twist in production methods, which often turn out to have been developed in Japan. The Japanese tell us that they simply followed advice received 30 years ago from the United States.

Another element of change is the increasing complexity of the technology embodied in our exports. Giving the local representative a few shop manuals will no longer permit him to give adequate after-sales support in a foreign market. Some governments also make special demands that local content be incorporated in their purchases.

It is in the context of such a changing world that we in Canada have urged that progress toward a new round of GATT negotiations proceed with the minimum of delay. And we are happy that Australia agrees.