

I said the same thing at the National Services Conference in Toronto in November 1991:

We can start changing our ways by casting off the myths about competitiveness. We can build a new competitiveness grounded in the traditional Canadian values of co-operation and teamwork in tackling and solving common problems.

This government will work with business to develop partnership and co-operation. In 1991 and 1992, the federal government joined private and public sector organizations to sponsor Services Month. And we will be partners again for the third annual Services Month this November. We know from the Prosperity consultations what the important issues are. Services Month is an opportunity to work on those issues.

The activities for Services Month we are discussing include:

- quality seminars;
- repeating the Competitive Edge Visits Program, which was so successful in Manitoba;
- workshops on partnership development through inter-firm co-operation, modelled on B.C.'s Flexible Networks;
- access to Finance workshops, modelled on last year's successes;
- strategic planning for service firms, another repeat of a success from last year;
- managing the Marketing Function workshops, similar to last year's workshops in Quebec City and Sherbrooke;
- workshops on global business planning and expanding markets through strategic alliances, joint ventures and partnerships; and,
- workshops to help manufacturers find trading house partners.

Services Month is not an end, but it can be the start of acting together to meet common challenges, to learn from each other's success. Last year's Services Month was an opportunity for associations and businesses to build partnerships. We are repeating our sponsorship to continue that partnership building. We will create a climate in which winners can emerge and succeed. We are ready to support your companies and associations in sharing knowledge.

But you have to make the first moves. The federal government isn't going to do it for you. No provincial government is going to do it for you.

Later today, you will see the result of another government-industry association partnership. This partnership takes the experience of an entire association's membership to benefit every