

Third, the elimination of tariffs on value-added products removes a century-old obstacle to the further processing of Atlantic Canadian resources prior to export -- and it is surely through such value-added production that we will maintain our standard of living. Far from condemning us to be hewers of wood and drawers of water, tariff-free trade opens the door to value-added production.

And fourth, and perhaps most importantly, I am convinced that the Free Trade Agreement represents a psychological watershed for Atlantic Canadians - a catalyst for a much needed change in attitude and perspective.

For no longer will we be forced to look hundreds, even thousands, of miles to Central Canada to find customers -- we will once again be able to trade with our natural customers and suppliers just over the border in the New England states, as Ontario has long done with its vast trade with the Great Lakes states of New York, Ohio, Michigan, Pennsylvania and Illinois.

So the Free Trade Agreement improves our ability to compete.

And it increases our opportunity to trade;

But I would suggest that ability and opportunity are meaningless without the will to test our abilities and the desire to seize opportunities.

And that is where events like Interaction 89 come into play.

This trade fair is part of a larger and ongoing effort to work with the provinces to help Canadian business -- particularly small business -- create and seize new opportunities.

Our trade development action plan covers a wide range of initiatives, which we hope you will explore and exploit to your advantage. Let me list just 5 of those initiatives which may be of interest.

One element is to increase our participation in trade fairs such as Interaction 89 -- to help Canadian exporters participate in American trade shows and to bring potential U.S. customers to our own. Our central