

exporters an understanding of market conditions, barriers and opportunities.

These are the five areas of the Prosperity initiative. These are the areas in which we must improve so we can compete effectively, efficiently and profitably in the global marketplace. Each area -- learning, science and technology, investment, domestic markets, and trade -- is important. None of the components of the Prosperity initiative is revolutionary.

What is revolutionary is the change in attitude required to build a more productive and prosperous Canada. Competitiveness doesn't just happen. It is the result of a larger political and economic structure that encourages competition. The federal government is creating that kind of political and economic structure. Driving this surge to competitiveness, forcing this thinking in new terms, is the country we have built in 124 years.

Canada is a wealthy nation. We are 32nd in the world in population, but the seventh-ranked economy. A United Nations study says we have the second-highest standard of living. Those glowing statistics mean there are few people in poverty. They mean opportunities -- real opportunities -- opportunities for meaningful, satisfying jobs with companies making a contribution to the world's economy, not jobs as drones with companies forever on the fringe of bankruptcy.

Our standard of living means a strong base for social programs, so that no man, no woman, no child goes without adequate medical care, or decent shelter or proper food. Our standard of living means money for the things that nourish our souls -- music and art and literature.

When we cut through all the talk about competitiveness, about global markets, about innovation-driven developments, we are talking about a very simple concept: its ability to compete in those global markets which provide the basis of a better life for all Canadians.

Canada is thinking in new terms about the age-old concept of creating a better life today and tomorrow. By improving our own competitiveness, by strengthening our economic union, by solving our constitutional challenges, Canada is getting ready for the 21st century. We are going to meet these challenges and will be a stronger trading partner than ever before!

Thank you.