

Over the past two fiscal years, PEMD has helped to generate over \$2 billion in sales through support to industry-initiated activities. Government-initiated activities under the program have resulted in hundreds of millions of dollars worth of additional business according to industry participants.

Based on industry recommendations, here is how we intend to improve the program:

- up to now, only the fish, food and agriculture trade industry associations were eligible for non-repayable special activity PEMD funds. From now on, all industry associations will be eligible;
- thanks to input from industry spokespersons such as Roy Woodbridge, the United States will be added as an eligible location for PEMD support of the establishment of sales offices abroad;
- we have put in place a new discretionary fund to support projects which are feasible and promising, but which do not fall under one of the existing categories;
- from now on, Crown corporations and agencies, which can add to the impact of a government-planned trade fair or mission, can participate with industry partners in such events;
- we have also improved the reporting/repayment conditions for industry-initiated trade fairs and visits.

As this morning's session made clear, Canada faces a number of major trade challenges.

We have the challenge of implementing the Free Trade Agreement in a way that allows our exporters to draw maximum benefit from the opportunities created by the Agreement.

We face the integration of the European Community in 1992 and its implications for Canadians not only in Europe, but throughout the world and in our own market as well.

We face the challenge of the emerging and dynamic markets of the Asia-Pacific.

To an increasing degree, we must face the competitive challenge of the Newly Industrialized Countries with their growing economic and technological sophistication.

But, the greatest challenge we face is not south of the border or across the Atlantic or Pacific oceans.

No, it is right here at home.

It is challenge of culture.