

the Canadian company looking to develop a long-term presence in the region, the Renaissance program may support your business development strategy.

However, cost and intense competition remain key issues. We must keep our prices competitive and market aggressively. In this region, Canadians need to be especially creative in structuring business deals. Canada cannot finance everything. Business needs to focus its efforts on priority markets. We need to target the components, systems and technology markets as much as we concentrate on winning turn-key projects.

The potential for new CANDU sales depends on a number of factors. One of the most important is the strict compliance of possible customers to the terms of the Nuclear Non-Proliferation Treaty (NPT). Canada has consistently called on those states not yet party to the NPT to accede to it as soon as possible. Recent accessions bring NPT membership to nearly 150, ever closer to the goal of universal adherence to this treaty. Canada will continue to press for all countries to sign and to open new potential customers for Canadian nuclear technology.

Finding new customers around the world for Canadian nuclear technology is one thing. But what about markets here in Canada?

As you are aware, Energy, Mines and Resources Canada has worked with the provinces to prepare a series of reviews of nuclear power. The conclusion my colleague Jake Epp, Minister of Energy, Mines and Resources, announced was that the nuclear option will be maintained as part of Canada's energy mix.

The situation in several provinces has changed since then. The Government of Canada still stands by its commitment. Whatever our position concerning the viability of the option, it is up to you to make the offer attractive to your potential domestic customers. In that respect, I want to commend your vigorous media-based public information campaign, which aims at correcting some widespread misunderstandings about nuclear power and your industry.

This campaign is not only valuable to your industry, but also important for elected officials. Governments must respond to their publics. The better informed the public, the better chance governments -- federal and provincial -- have to make wise choices with respect to nuclear power.

At a time when the industry requires more scientists and engineers, many of the people who started in the nuclear field in the 1950s and 1960s will be reaching retirement. This is part of a larger trend throughout the science and engineering professions. To respond, the government launched the Canada Scholarships Program, which now supports over 7 000 scholars, many of whom will enter the job market next year. Corporations that rely upon scientific and technological excellence will benefit from the skills of these scholars. But 10 companies that have sponsored Canada Scholarships Corporate Awards to outstanding Canadian scholars stand to benefit most. Glaxo Canada,