All practical programs to assist **you** in participating in the new single European market of the 1990's.

I submit to you that **our** first responsibility as a government is to create the opportunities and the environment in which **your** talents can be used to their full potential. **Your** responsibility is to seize those opportunities. In this highly competitive world, our success or failure as a trading nation will surely depend on this partnership between the public and private sectors.

Please explore how these programs fit with your needs. They exist to be used and exploited.

These programs reflect our belief that we will be failing ourselves if we do not extend our reach and participate fully in the changing European order. And there can be no doubt that Canadians across this country have the ability, skills and talent to compete successfully in the Europe of the 1990's.

Already, there are many British Columbian firms showing the way. Chemetics International, a 1989 Canada export award winner, is a process-technology company that is serving customers all around the world. Applied Microsystems Ltd. has exported their oceanographic equipment to 25 countries around the world. The Rocky Mountain Bicycle Company won the bike of the year award in Europe with its Lamborghini of bicycles. Adagio Enterprise is selling Silk Lingerie to the French and the great Canadian Cider Exporters are selling cider to the British - surely two excellent examples of selling "coals to Newcastle". Softtouch systems, whose software services are scheduling the crews on European Airlines, Conair Aviation, whose fire fighting aircraft and systems for helicopters are assisting the French, Portuguese and Spanish, Okanagan Dried Fruits Ltd. whose products have entered the Swiss and British Cuisines - these companies have shown it can be done.

So I invite you all to take up the challenge and to find out how we can assist you. Because working together, we can catch the wave of change sweeping over Europe; and ride it to prosperity.

Thank you.