

as an attractive destination for tourists, students, scientists, entrepreneurs and others.

The business people with me on this mission, accompanied by Canadian business representatives in Japan (who are all members of your Chamber), have travelled to a number of Japanese cities to discuss just how we can realize the potential for increased business links. We hope that the members of each of these mini-missions -- who will inform me of their conclusions on Friday in Fukuoka, will do much to increase the profile of these regions in Canada, and to foster the interest of those in other parts of Japan in doing business with Canada.

We owe the tremendous success of these regional visits, and of the greater awareness about Canada in these regions, to the excellent assistance we have received from our honorary commercial representatives in each centre. I wish to acknowledge their presence here with us today and to express my personal appreciation for their generous support. From Sendai is Mr. Toshio Tamakawa, Chairman of Tohoku Electric Power company; from Hiroshima is Mr. Koki Tada, President of Chugoku Electric Power Corporation; and from Sapporo is Mr. Takeyoshi Morihana, former Chairman and now advisor to the Bank of Hokkaido. Furthermore I am delighted to formally welcome Mr. Morihana, who has just graciously accepted to be our representative in Sapporo, to the Canada business development "team" in Japan.

Another area where a Canada-Japan partnership seems promising is that of science and technology. Since 1986, the Canada-Japan Agreement on Co-operation in Science and Technology has co-ordinated government-to-government science and technology co-operation. There are currently some 85 projects under way. The Japan Science and Technology Fund under the Canadian government's Pacific 2000 initiative provides some \$25 million over five years to promote joint technological development and create strategic partnerships in areas of priority to Canada. The fund is open to projects from government, the private sector and the academic community.

Overall, the potential for our economic partnership is enormous. Canadians are becoming aware of a market in Japan that, in contrast to old perceptions, is increasingly open and receptive to imports. This, coupled with unprecedented prosperity in Japan -- a function of Japan's remarkable economic achievements, amplified since 1985 by a virtual doubling in the value of the yen -- has opened up tremendous possibilities for Canadian suppliers of products and services.

The challenge is very clear. We must move from our high-quality basic resource products into higher value-added Canadian brand products which meet the tastes and the demands of the Japanese consumer for quality. We must demonstrate our ability to deliver