

If the current attempts by our two countries to bring about a long-term free trade agreement are to succeed, certain obstacles that must be termed "psychological" must be overcome and I'll try to deal with these as I see them.

The first is that the matter is of such significant importance to Canada that those holding the highest offices in the country -- the prime minister, senior federal cabinet ministers, the provincial premiers, and leaders of the opposition at every level -- are all constantly and publicly giving their views on the matter--sometimes, it is true, shedding more heat than light but at least taking the matter very seriously indeed. Whereas, in the U.S. the matter is left almost entirely to the specialists on the subject of foreign trade, and generates much less political, and therefore public, interest. So to overcome this first psychological obstacle, the U.S. is going to have to give far higher priority to coming to an agreement.

Up to the present time, there has been a failure by the Americans to develop an understanding of the Canadian point of view. This is unfortunate for the Americans themselves as well as Canadians because the United States stands to reap great benefits from such an agreement -- more jobs, greater ease in investing in Canada; the greater stability to be enjoyed by American companies already established in Canada, and the sense of security that comes from having a stronger economic partner on the North American continent. When one realizes that forty-four per cent of Canadian exports to the U.S. are from