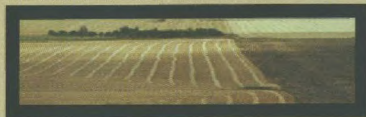


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MESSAGE FROM THE PRIME MINISTER OF CANADA

As Prime Minister of Canada, I have had the privilege of travelling around the world and seeing many countries using Canadian products and services. It always fills me with pride knowing that Canadian quality is recognized internationally and that our creativity and innovation are changing the way nations approach new challenges.

Canadian companies are world leaders in a wide variety of fields. Our products and services are world class and cost competitive, due in no small part to a qualified and educated work force. As well, Canadian products must meet some of the most demanding standards on the face of the planet — our own.

Canada is the world's largest exporter of minerals, metals and forest products. While exploring and developing these important natural resources across this vast land, Canadians have developed leading-edge transportation technologies - from railway cars and systems to highways and bridges - from shipbuilding to passenger aircraft. We even move payloads around in outer space! As well, our immense oil, gas and water reserves have proven to be fertile sites for developing environmentally friendly methods of producing safe and abundant energy.

Canadian communications companies are also world leaders, whether providing telephone systems, laying down the fibre optics necessary to travel on the information superhighway or providing remote sensing or weather satellite images from above the planet. Our telecommunications networks and computer software are unsurpassed in their capacity to move and process information: the lifeblood of today's global economy.

Canada is also a place where you will discover many different types of food to tempt your palate. In food production and processing, Canadian firms span the market, from breeding stock and cooking oils to smoked salmon and ice wine. As well, the city of Saskatoon, in the Canadian prairies, has become a world centre for agricultural biotechnology.

Reading this book you will discover that Canada can provide products and services ranging from food for your plate to food for your mind. We can help you build your economy and cities, we can sell you energy or help you tap your own. Our world class financial institutions, including the Export Development Corporation, offer some of the most sophisticated trade finance services available to business and can lend you the money to buy capital goods and services from Canada.

Sample our culture, fine arts, products and services and you will no doubt find yourself returning often to Canadian excellence.

The Right Honourable Jean Chrétien
PRIME MINISTER OF CANADA

