

approaches to recovery initiatives in Kuwait. Many of the members of this group accompanied me to the Middle East.

We learned from their advice that we are largely on the right track; that a "team Canada" approach will do us all more good in the long run than having individual competitors banging into each other at the front doors of implementing agencies; that flexibility on financing should be considered in our approach to the market; that "networking" must be undertaken on a global scale, through our embassies and consulates, third countries and with all potential partners to uncover as many potential leads as possible; and that the active support of the Government is essential in creating and maintaining a high profile for Canadians in international markets.

During the de-briefing session we undertook with the Canadian business people at the end of our mission to the Middle East, these points, particularly on networking and the need for the Government to assist in bringing profile to Canadian commercial interests, came home loud and clear. For these reasons, I have asked my officials to map out a strategy of government initiatives that would include sector specific missions, some indeed that might be led by appropriate Canadian Ministers in their area of responsibility -- for this is the way, I think, to best reinforce that the Canadian "team" is serious; that we mean business. I am also counting on the Kuwait reconstruction task forces in both our department and at the CCC to give us support in bringing the concept of networking to bear in all our marketing initiatives in the area.

In closing, I want to say how pleased I am with the reception we received during our visit to the Middle East. Canada's trading position and our economic well-being will be well served if we take up the challenge that awaits us in regions like the Middle East, especially at a time when we so clearly have touched a chord with our interlocutors as steadfast allies with a reputation for peacekeeping activity. I will be working closely with departmental officials to determine how best I can continue to support further such initiatives elsewhere -- be it to Iran, China, Geneva or Sao Paulo.

Canada is an extremely successful trading nation but we must strive to do better. Trade is good for Canada, it drives our prosperity. It helps us to be more competitive.