

We organize meetings such as this one and consult extensively through groups such as the International Trade Advisory Committee and the Sectoral Advisory Groups on International Trade to listen as much as to talk.

Effective communications are at the heart of productive working relations between the government and trade associations such as yours.

We have taken a number of practical steps to improve our capacity to communicate.

Firstly, we are improving our trade newsletter *CanadExport*, which now has more than 50,000 readers across the country. In a survey carried out a few months ago, over 50 per cent of respondents said that *CanadExport* and External Affairs and International Trade Canada were their main sources of export marketing information.

They also said that they wanted the newsletter to provide more specific sectoral information and to cover a wider scope of subjects.

We have listened.

In the advance copies you have been given today, I believe that you will find that the sixth anniversary edition of *CanadExport* not only has a new look, but a new focus.

You are also the first people to receive copies of our new annual trade report entitled *Meeting the Challenge of Global Competition*. We have published this report to inform Canadians about how Canada is faring in international trade and what the government is doing to support Canada's trade efforts.

We are trying to reach beyond the exporting and business communities to raise the awareness of Canadians about the importance of trade.

We have published over 40 U.S. export market studies, which we prepared in collaboration with Peat Marwick. The reports cover a wide range of industrial sectors--from fishing equipment to semiconductors. They provide information about the nature and size of U.S. import markets, as well as leads and marketing intelligence.

They are of particular interest to small- and medium-sized companies which are either not exporting or want to increase their exports to the United States.

I would now like to talk about another initiative we are taking, which provides further proof that the government is listening. It concerns the Program for Export Market Development.