

Another element of change is the increasing complexity of the technology embodied in our exports. Giving the local representative a few shop manuals will no longer permit him to give adequate after-sales support in a foreign market. Some governments also make special demands that local content be incorporated in their purchases.

It is in the context of such a changing world that we in Canada have urged that progress toward a new round of GATT negotiations proceed with the minimum of delay. And we are happy that Australia agrees.

We have not only called for progress on the world stage, we have also served notice of our intention to begin talks with our neighbour and predominant trading partner, the United States, about ways to reduce or eliminate the barriers that still exist between us. We believe this step could do more than serve the particular interests of Canada and the US. We believe it could also set a positive example for the other trading nations of the world. It is our hope that the initiative we are taking with the United States will hasten, rather than impede, a wider and more general easing of trade barriers.

In your own arrangement of closer economic relations (CER) with New Zealand there may be wrinkles we should consider as we begin discussions with the United States. We know how it works on paper, of course, but the ins and outs of practice might have relevance for us. I hope that corporate executives I meet in Australia will give me the benefit of their personal experience with the CER.

Two possible ways of expanding our trade — with each other and with the world — were discussed last March by Prime Ministers Hawke and Mulroney. We should give them serious consideration. One is the exchange of technology, the other the establishment of joint ventures. Both would help us respond to the new trading environment in the world.

I would urge Canadian and Australian business executives to look for new ways they can collaborate. For want of a better term, the expression "industrial co-operation" has come to be applied to all these new forms of international business beyond the traditional buying and selling of goods.

For some of you, investment in Canada may offer benefit. Indeed, those of you who follow Canadian affairs will know that our government this year created Investment Canada, an agency designed to encourage foreign investment. Another option would be to license a Canadian firm to produce your product there. In either case a Canadian centre of production could be a great source of strength in servicing your markets in the United States as well as in Canada.

Canada is presenting a freer business environment in other ways, as well. The changes we have made in the national energy policy are very important. I would draw your attention to the new energy accord between the federal government and the provinces of British Columbia, Alberta and Saskatchewan. This Western accord frees the forces of the marketplace. It provides a fairer fiscal regime for the industry and invites participation by foreign companies.

Turning the proposition around, Canadians have long recognized that Australia is a good place to invest.

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