

On a *per capita* basis, New Zealanders import more from Canada than does any other nation in the Pacific region. On a *per capita* basis, we sell much more to you than to large European trading partners such as Germany or France. In many markets Canadian exports are dominated by foodstuffs or crude materials. But half of our sales to New Zealand are finished manufactured goods. Canadians have shown that they can succeed in New Zealand and almost 600 Canadian firms are sustaining markets and actively seeking new opportunities through local New Zealand firms acting as their representatives.

We want to build on what has been accomplished to date. Travelling with me, for example, are executives from a rather wide variety of Canadian firms, all of whom are familiar with New Zealand and anxious to expand their business here. Included are experts in investment, in the design and construction of large mining projects, in telecommunications technology, in aviation technology, in railway control systems, in oil and gas projects, in agricultural machinery, in fisheries and in forest products.

Another example of Canadian activity will be our participation in WOODDEX here in Auckland next week. Canada is the world's largest exporter of forest products and the leading producer of forestry equipment — both in the woods and in the mill. This trade fair, at which our forest industry equipment will be on display, will be our largest single promotional event in this market.

Two years ago Canada opened a consulate in Auckland headed with distinction by our honorary consul, Jim Spratt. The best expression of our seriousness of purpose here today is the decision to base a trade commissioner here in Auckland to provide support for the Canadian and New Zealand business communities. This afternoon I will take part in a small ceremony to open the new office.

I think many of you know Jim Ganderton, our commercial counsellor in Wellington. I hope you will soon get to know Scott Fraser, our new trade commissioner in Auckland. We also have a new high commissioner, Douglas Small, and he'll be visiting Auckland frequently, taking an active role in promoting commercial links between Canada and New Zealand.

We have traditionally received much assistance from your business community. On those many occasions when Canadians needed a hand or a bit of advice the Auckland Chamber of Commerce has always been of great assistance. In particular, I want to take this opportunity to thank Michael Barnett, the international manager of the Chamber and the members of his committee.

Canadians have seen New Zealand not just as a place to sell their wares. They have also invested here. Alcan aluminum, Bata shoes, Canada Wire and Cable, Home Oil and Seagrams are among the Canadian firms that have investments in this country. The participation by Alberta Gas Chemicals in the methanol plant at Taranaki is probably the most notable Canadian investment in recent years.

There is also New Zealand investment in Canada. Fletcher Challenge has a significant stake in the Canadian economy through its ownership of Crown Forest Industries. Canadians would welcome further New Zealand investment in Canada. 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. We believe that Canada is an advantageous base of operations from which to tackle the entire North American market.