

Lower commodity prices are certainly a factor, but it has been clear for some time that long-term opportunities for Canada's lesser-processed, traditional exports will remain flat, while Japan will continue to increase its imports of value-added products.

At the same time, a number of Canadian companies are experiencing real success in the Japanese market for specialized manufactured goods and services.

The Canada Japan Forum 2000 report recommended that Canadian business keep abreast of demand side changes in Japan, which are creating opportunities for exporting higher value-added products.

We will have to figure out how to improve our export offer through better product design or adaptation for the Japanese market, and then how best to promote our offer in Japan. To do all this, we will need the combined efforts of leaders in foreign markets, such as you, to map out strategies for collective actions to complement what each of you needs to do individually.

I do not have to tell you how tough the competition is out there. But I think the picture is clear. We have to fight like hell to hold our market share in our traditional export markets. So, to improve our standard of living, we must use our best talents to build market share in value-added products.

Well, 1992 was a busy and challenging year. 1993 will no doubt bring many more challenges and changes. There are obstacles in the road ahead, but I am confident that we have turned the corner and are about to embark on a new era of Canadian economic prosperity. The key is partnerships.

Partnerships are required among all active players. As members of Team Canada, we have a multitude of talented, innovative players who have made a strong impression on the world stage and sounded the clarion call of Canadian innovation and expertise. The CEA is particularly well positioned to contribute to a stronger private sector -- government partnership.

I look forward to continuing our work together in building Canada's future.

Thank you.