

Many people think of CIDA's work as involving charity to poor countries. And a major purpose is to channel the compassion of Canadians in helping other countries help themselves. But there is another aspect. That is to develop a market for Canadian goods and services. Poor countries can't buy things. Developed countries can, and are often inclined to work with nations who help them out of poverty. That is one of the reasons a Canadian Passport is so valuable in this changing world.

Take two examples - Thailand and India. In the 1950s, Canada was an active aid donor to Thailand, then a poor under-developed society, torn by war in Indochina. In 1979, we led the world in helping the boat people. Those compassionate actions led to a strong trade relationship. Canadian trade with Thailand went from \$150 million nine years ago to \$765 million last year. In 1982, Thailand was 60th on Alberta's list of export destinations. It is now 18th, and rising. Official Development Assistance opened that door. Today CIDA helps India. In 1989, Alberta's exports to India were valued at over \$53 million, up sixty per cent from 1982. But by the year 2005, there will be 250 million middle-class consumers in India - larger than the current population of the United States.

The third requirement is to look ahead - to the new markets in that rapidly changing world.

No one can predict precisely what new opportunities might exist in Asia for Alberta entrepreneurs. But we can certainly identify areas where Asia's needs match Alberta's abilities, and I hope many more Albertans will take a hard look at the new opportunities being created across the Pacific.

For example, there is a remarkable change within Japan, which is moving from being an export-led economy to being a domestic demand-led economy. In fact, Japan is in the process of creating a consumer society. The expansion of housing starts, of leisure activities and of consumer imports indicate where the future market will be: in clothing, in beef and processed foods, in recreational equipment, in lumber and related industries, and in tourism.

That spells opportunity for Alberta. Along with lumber we must sell windows and doors for new Asian houses; along with wheat, we must sell beef and processed foods; and along with coal, we must sell the more sophisticated products the expanded economies of the Pacific will be demanding in the future. Value added products create more jobs and more profits for Albertans. It is here where growth potential in the Pacific is greatest, and it is here where the Alberta economy must diversify if it is to thrive into the next century.