

advantages, which, when made more accessible to each of the others, will produce a potent combination for economic innovation and growth.

I have talked about our interest in expanding and liberalizing markets in North America. This is also true in the multilateral context. The successful conclusion of the multilateral trade negotiations in the General Agreement on Tariffs and Trade (GATT) is of utmost importance to the Canadian and Mexican economies. Our objective, as with the North American talks, is competitiveness and prosperity in the 1990s. A strengthened, updated and expanded rules-based multilateral system remains the cornerstone of economic relations among us all. A satisfactory MTN outcome this year is necessary to build up the confidence of the international trade and investment communities. We are pleased to be working together with Mexico to achieve an agreement. Since joining the GATT in 1986, your country has made a significant contribution to these negotiations. We look forward to your continuing constructive involvement in the important weeks ahead. Success in the MTN is sure to make the job of negotiating a NAFTA easier.

A successful MTN will mean that the long-term trend toward more liberalized trade will continue. As it does, companies everywhere will be on the look-out for new opportunities. The farsighted economic reforms of President Salinas have already generated considerable interest in our country. Many Canadian firms realize there are good prospects for partnerships with Mexican business at this important time in the development of your economy. A key to success in a competitive marketplace is the development of strategic partnerships. These alliances are a logical and natural fit, with each partner contributing its own expertise -- for example, the Canadian product and technology with the market contacts and local understanding of the Mexican company. The result: access to marketing expertise, new technology and innovation, as well as a wide horizon of business opportunities.

I know that Canadian companies are anxious to tap the potential in the Mexican market and to work together with Mexican companies to capitalize on the opportunities in one of the fastest-growing market areas in the world. Just last week, Capilan International of Calgary, along with its joint venture partner, Geoevaluaciones of Mexico City, were awarded an \$18-million contract for the supply of geophysical and seismic survey services to Pemex. This is one of many examples of partnership in action working toward prosperity.

In Monterrey from January 27 to 31, at Canada Expo 92, interested Mexican businesses will be able to take a close look at some of our best Canadian products. This trade show will be the largest