

Second, we need better understanding of the cultural underpinnings of Asia and the Pacific. We have to equip ourselves as a country to deal with our contacts in their own languages and on their own turf. To me it is a national shame that, on a per capita basis, we have fewer Canadians studying Japanese than Australia, the United States or most of our European competitors. We can and will collectively reverse this, but you as business leaders must recognize that a little investment in knowledge, in sending your marketing staff off to learn Japanese, in learning about how business is done, will pay handsome dividends over the longer term.

Third, we have to start recognizing that Japan particularly is becoming a technological powerhouse. The other dynamic economies like Korea are determined to follow suit. That means putting more emphasis ourselves on research and development. It means putting more emphasis on cooperating with Japan in the development of new technologies. It means reinserting vision into our corporate futures. Thirty-four American and European firms now have research centres in Japan. As yet not a single Canadian company has taken that step. Canadian firms must follow suit, if they are going to keep up in our own markets, to say nothing of American or Japanese or European markets.

Fourth, we have to recognize that the efforts we are making must be coordinated in a way that will be mutually reinforcing. The efforts we as a government are making to have a greater impact in Japan have to dovetail with the kinds of messages we need to support your efforts in the marketplace. We have to ensure that our exchange programs are developed with your long-term interests in mind. When we select young leaders for exchange programs, we have to send your future managers to Japan to develop friends and contacts and understanding.

It is to answer these needs that we have developed, in close consultation with many of you, our "Pacific 2000" initiatives. Our Pacific business strategy, our Pacific Language and Awareness Fund, our Japan Science and Technology Fund are all designed with your future in mind. But they will not be effective without your commitment and determination. They are not handouts. They are tangible expression of our Government's belief that you can be world class, that you will respond by committing your own resources, your time and your efforts for the long haul. I hope our programs will help, but I hope that twenty years from now the memory of these facilitative efforts will have been buried under an avalanche of successes shared by all of you for the benefit of all Canadians.