

Our immediate initiative is a sizeable trade promotion campaign here at home. The intention is to make Canadian business people better acquainted with their possible export markets, and to encourage them to export. The campaign will take place during most of the month of March in 18 centres across Canada. We will be bringing in the experts -- 105 Trade Commissioners now serving in posts abroad -- to talk to businesses that are now exporting or that could be exporting. The plan is to bring 35 Trade Commissioners to each place for a few days, and put them one-on-one with the interested business people, to go over everything from specific markets and marketing strategies to the ins and outs of international red tape. Our Trade Commissioner Service is not only excellent, it is unique in the world, and we hope more Canadian businesses will make more and better use of it.

We are also, by the way, exploring with the Provincial Governments ways to harmonize our trade position services with the services they provide. Agreement has already been reached on a number of activities that could be undertaken immediately. These include an expanded two-way program of personnel exchanges, the incorporation of provincial perspectives into instructions to federal trade missions abroad, and the establishment of a computerized central information exchange covering trade fairs and other major activities.

One of the most remarkable phenomena in the past two decades is the rapid economic growth of the countries of the Pacific Rim. As their exports have increased, so has their standard of living, and so have their imports. Canada now does more trade across the Pacific than it does across the Atlantic, and there is potential for much more. We intend to exploit that potential. I will be conducting trade talks in two of the Pacific countries, Korea and Japan, next month, and I expect to make other visits to the area beginning in the spring.

Yet if we, as a nation, are to regain our momentum in world trade, we must face a number of trade policy issues of great complexity. Among them is the issue of export finance. Many nations in the world now offer special, subsidized terms to encourage foreign buyers to take their products rather than someone else's. There is also an increased