

What this means, in short, for Canada is that while trade-liberalizing policies ensure that Canadians have the means to become part of the global economy, it is up to individuals to go through the doors that these agreements open. Our traditional markets are no longer a sure thing.

The competition is no longer the company across the street or across town. The competition could be any single company around the world. If you are not competitive, you stand to lose your traditional customers to a competitor in Germany or Mexico.

All this is to say that businesspeople, and indeed all Canadians, must work within the new realities of the global marketplace --- an outward-looking culture that transcends national boundaries. We must begin to understand how the world has changed and use those changes to our advantage.

Keeping Canada in the vanguard of international competitiveness will require partnerships. These will include every segment of our society, including better and more linkages between the business community and universities. None is more valuable to Canada's future than this pairing of the world of ideas and the world of making ideas a reality. Partnership and co-operation between our universities and businesses can help businesses compete and prosper.

Whether you are students setting out on a career in business and commerce or whether you are an established businessperson, many of you here today will be among those who make trade liberalization work for Canada and all Canadians.

Thank you.