

Trade Promotes Prosperity

Canada is a trading nation. In 1988, Canada earned over \$137 billion from exports. International Trade accounts for three million Canadian jobs and one-third of everything we produce. Our jobs, our standard of living and our way of life depend on our ability to look beyond the horizon and to sell our goods, services and "know-how" to other countries around the world.

During the past year, the Government has paved the way for major trade opportunities by implementing the Canada-United States Free Trade Agreement, establishing a new trade development strategy, and participating in the Multilateral Trade Negotiations under the General Agreement on Tariffs and Trade (GATT). To succeed in the global economy, Canada must be even more competitive in the United States, the European Community (EC) and the Asia-Pacific region. Boosting exports to these three areas is the basis of the Government's new trade development strategy.

As the global economy continues its trend towards emerging trading blocks, Canadian businesses are becoming more aware of the need to improve their access to existing and potential markets. External Affairs and International Trade Canada is there to assist in the advancement of Canadian export interests, through its network of 127 trade offices around the world and the International Trade Centres across Canada. Between April 1988 and April 1989, Canada's 818 trade officers helped Canadian companies generate \$5.1 billion worth of exports.

The Canada Export Awards are a recognition of excellence in exporting. This year's winners, like their predecessors, have proven their ability to market their products in an increasingly competitive global environment. They are indicative of the ingenuity required to succeed in the years to come, and are a source of pride for all Canadians.