

There are significant opportunities for businesses on the Burin Peninsula if a reliable passenger service were developed between the Marystown area and St. Pierre and Miquelon. **The Conference recommends that a federal government and private sector cooperative venture be established to develop the capabilities of the Winterland Airport.** The airport would require appropriate instrumentation and the runway would need to be expanded to provide the increased passenger service between St. Pierre and Miquelon and Burin Peninsula. Also, mutual landing rights would have to be negotiated between the two locations. Increased passenger traffic would bring considerable economic spin offs in the areas of retail sales and duty free shopping.

Regional development agencies, working groups, and the JCC have done important work in finding opportunities for Atlantic Canadian Business. The predominant selling point of St. Pierre and Miquelon is their access to the European market. Transshipment to St. Pierre and Miquelon has initially been problematic and costly for Atlantic Canadian (especially Newfoundland) small and mid sized businesses. **The Conference recommends that the federal government develop, as a part of an overall integrated trade strategy, a long term plan for promoting an international orientation for businesses in Atlantic Canada. The government should coordinate representatives from Customs Canada, Revenue Canada, and officials from St. Pierre and Miquelon to provide information on export and import regulations. A detailed list of potential exports (value added) needs to be developed and promoted for small and mid sized businesses in Atlantic Canada.**

Freight transportation that is now available is expensive, and Newfoundland businesses are not interested in sending their products to St. Pierre and Miquelon even if there is a market for their products. Ferry transportation is administered and subsidized by St. Pierre and Miquelon. Currently there is no equal subsidy on the Newfoundland side. **The Conference recommends that the federal government in partnership with the provincial government of Newfoundland and Labrador provide transshipment subsidies for small and medium sized businesses in Newfoundland and Labrador.**

Establishing and fostering and international orientation for business in Atlantic Canada should be a priority of all levels of government and the private sector. Building such an orientation involves making an effort to initiate awareness of new markets abroad, and their linguistic and cultural qualities. As part of an more integrated trade policy, and to coincide with the domestic goals of the federal government. **The Conference recommends that the national french bursary programme be extended to provide language training to interested entrepreneurs on the Burin Peninsula.**

The most immediate economic opportunity for the people of Newfoundland and St. Pierre and Miquelon, is the growing tourism industry. There is an agreement between the Atlantic Provinces and St. Pierre and Miquelon for the development of joint tourism initiatives. Currently, this involves the organization of joint tours, and the distribution of information through their respective tourism promotion agencies. A new airport is in construction in St. Pierre and should be operational by 1998. This will allow for larger planes to land, and directly connect St. Pierre to the European continent. Also, there have been negotiations with various cruise ship lines to visit the French islands during the next few years. In an effort to further promote this area, **the Conference recommends that the federal government move to negotiate an agreement with officials from St. Pierre and Miquelon to improve the tourism infrastructure (signs, tourism chalets,**