

sector. This coordinated approach to export promotion combines three thrusts:

- enhanced access to world markets;
- improved Canadian competitiveness, and
- more effective international marketing.

A key to the success of the strategy lies in the targeting of specific priority countries, sectors, and export opportunities.

Our new search for trade and investment opportunities is truly global in scale - I have seen this on every continent in my travels of the last two years.

For example, in the Asia-Pacific region we have recently opened new trade offices in Shanghai, Osaka, Auckland and Bombay. My colleague, Minister for International Trade Pat Carney, will lead a mission to Japan at the end of this month, to open up new markets. The Prime Minister took our trade message personally to Japan, China and Korea this spring. I make it a practice to have Canadian entrepreneurs come with me to countries where they have potential trading or investment interests. In the most recent trip, more than twenty Canadian concerns were with me in South America, on my way to Punta Del Este to launch the new round of multilateral trade negotiations.

But trade policy, not export development, is the key to long-term market access. As you know, we have initiated a two-track trade policy strategy --- bilateral negotiations with the United States and multilateral negotiations under the GATT. In a world of change, it is imperative to pursue Canadian national interests wherever and whenever possible.

We are a leading player in the GATT, exercising our rights and carrying out our responsibilities. As a nation more dependent on international trade than most, we are absolutely committed to the Uruguay Round. But the agreements we will work to conclude there will not be able to protect all our interests. The United States buys almost 80% of all Canadian exports, and there is a tidal wave of protectionist feeling in that country. We are engaged in bilateral negotiations with the United States for only one reason: it is in Canada's vital national interest to do so.

Not to try would be irresponsible in this age of competition and protection. More than two million Canadian and two million American jobs depend on the trade between us. The relationship is simply too large, too complex and too interdependent not to try to make it work better.