

Canada. Together, we have developed a National Trade Strategy.

Perhaps the most significant item on which we reached rapid agreement was that there are two market regions that must get our priority attention -- the United States and the Pacific Rim. The importance we give to the United States is no surprise. It takes more than three-quarters of our exports. Indeed, the trade between Canada and the United States exceeds in volume and value the trade between any two other countries in the world.

As for the Pacific Rim, it is the fastest growing region in the world. Canada's trade across the Pacific exceeds our trade across the Atlantic, and it is growing more rapidly. Again, no surprise. Our trade, like yours, was once directed heavily toward London and the Continent. But look what's happened since the war. In Europe, the Common Market has encouraged the Europeans to trade with each other first. And the Pacific Rim has come alive.

It would be something of an understatement to say that Japan has risen from the ashes. And Korea, where both Canadian and New Zealand fighting men were part of the United Nations forces only 30 years ago. At that time, a "nic" was something you got shaving. Now it stands for "Newly Industrialized Countries", and most of them are in the Pacific. The new policies being pursued in China, with its potential market of a billion people, are enormously encouraging. And of course, when we come here to trade, we feel like we're coming home.

Canada is no late-comer to the Pacific region. The airline that brought me here, CP Air, is one of the offspring of the Canadian Pacific Railway, which united Canada from sea to sea nearly 100 years ago. Vancou-

ver has been a major Pacific port ever since. We posted our first trade commissioner to New Zealand, by the way, in 1912.

For Canada, New Zealand is a market whose importance far outweighs its population. It may be the best example of what Canadian industry can do in the Pacific.

On a per capita basis, New Zealanders import more from Canada than does any other nation in the Pacific region. On a per capita basis, we sell much more to you than to large European trading partners such as Germany or France. In many markets Canadian exports are dominated by foodstuffs or crude materials. But half of our sales to New Zealand are finished manufactured goods. Canadians have shown that they can succeed in New Zealand and almost 600 Canadian firms are sustaining markets and actively seeking new opportunities through local New Zealand firms acting as their representatives.

We want to build on what has been accomplished to date. Travelling with me, for example, are executives from a rather wide variety of Canadian firms, all of whom are familiar with New Zealand and anxious to expand their business here. Included are experts in investment, in the design and construction of large mining projects, in telecommunications technology, in aviation technology, in railway control systems, in oil and gas projects, in agricultural machinery, in fisheries and in forest products.

Another example of Canadian activity will be our participation in Woodex here in Auckland next week. Canada is the world's largest exporter of forest products and the leading producer of forestry equipment -- both in the woods and in the mill. This trade fair, at which our forest industry equipment will be on display, will be