

giant steps to improve productivity and competitiveness if we are to survive in this increasingly challenging economic environment. We must pursue every avenue to enhance our market share worldwide and to diversify our assets. We are no longer hewers of wood and drawers of water; our services represent at least 30 per cent of export income from regions like the Middle East. Technology transfer is a substantial part of the service sector and trade in services offers some real opportunities. The Crown Prince of Dubai told me he was concerned that all his country has to offer is oil; he indicated he would open doors to Canadians willing to help the Emirate broaden its industrial base with related technology. I intend to have our Embassy develop this interest, first hand, and to work with Canadian companies capable of meeting this objective. I encourage Canadians to have a look at these opportunities too.

We found the same view expressed in other countries.

I was also pleased to give a helping hand in promoting the opening of the Canada-Arab Business Council's new Canadian Trade Centre in Dubai. With the initiative of this private sector organization, and with funding support from the federal government, the Trade Centre will be a vital link for Canadian businesses in their dealings with their counterparts in the UAE. The office will facilitate contacts, ensure follow-up, assist in the selection of agents and improve understanding of the local market. Dale Carl, the Centre's new director, was given a golden entrée at the time of our visit by being able to join us throughout our meetings with leaders in both public and private sectors in the UAE.

In the preparatory weeks leading up to our departure, the Department had been carrying out a number of initiatives designed to assist the business community to take maximum advantage of Kuwait reconstruction opportunities. As you know, the former Secretary of State for External Affairs, Joe Clark, led a business delegation which, incidentally, was the first ministerially-led mission into Kuwait following the cessation of hostilities. This mission helped raise Canada's profile at a time when other nations were known to be making significant advances in this very competitive marketplace.

Mr. Clark's mission was followed by a series of information seminars on Kuwait reconstruction in seven key locations across Canada to audiences exceeding 3,200. The Kuwait reconstruction task force was created at External Affairs and International Trade Canada in co-operation with a similar organization established at the Canadian Commercial Corporation (CCC). On April 16, 1991, the first private sector liaison group meeting of major Canadian companies with export competence in the Middle East was held in Ottawa to advise the Government on our