

and growth means jobs. The economic well-being of all Canadians depends on our ability to sell our products and services in the markets of the world.

Exporters' interests, in other words, coincide with Canada's interests, and the Government in Ottawa knows that very very well. We have been moving quickly and decisively to improve Canada's trade performance.

We have undertaken three major export promotion campaigns, including Marketplace 85 back in March and Canada Export Trade Month, which is going on around us right now.

We have worked with the governments of all ten of Canada's provinces to put in place a national trade strategy. It will provide, among other things, better coordination between the federal and provincial governments, more provincial representation in our trade offices abroad, and a data base that can provide exporters up-to-date information on export markets and opportunities around the world.

Trade was a very important part of the First Ministers Conference in Regina in February, and it will be on their docket again here in Halifax next month. And, of course, later today I'm meeting

with the trade ministers of the ten provinces on the subject. It will be our third meeting since December.

We took a major step forward at the Quebec City Summit Meeting, where our Prime Minister and the President of the United States agreed that our two countries should do all in our power to reduce the trade barriers between us. And since then, I have spent literally months consulting with Canadians of all walks of life and in all parts of the land on Canada's options for securing and expanding our trade with the United States. Once again, by the way, Halifax led the way. My first formal consultations were held here on March 19 -- under the auspices of the Board of Trade.

Our efforts have not been directed exclusively toward the United States. Far from it. We have been studying how we can make our PEMD and PPP programs more effective. We have been working actively to get the world's major trading nations to begin another round of Multilateral Trade Negotiations -- it would be the eighth, by the way. The preparatory process got off to a successful start last week in Geneva and we now hope negotiations can begin some time next year.

In addition, we have just launched a major new