

of peaceful integration of the economies of Hong Kong, Taiwan and mainland China, the quantitative implications for our involvement in the greater China region represent the most important trade opportunity for Canada in the coming decade.

In conclusion, I would like to remind you that my department, External Affairs and International Trade Canada, has developed the infrastructure, through the trade commissioner service in China, to guide Canadian companies large and small on a path to success in the China market. I encourage you to take advantage of this knowledge and expertise.

Many Canadian companies that have been successful in China often refer to the need for *Gwanshee*. This means establishing a credible presence in China, sustaining contact with your customers, fostering long-term relationships and getting to know people.

This may appear self-evident, but China presents a challenge even to the most seasoned exporter. Develop a strategy for China, stick to it, and do not hesitate to get our trade commissioners in the field involved in all aspects of your initiative. They know where the flowers are and can give you a hand off your horse to give you a better understanding of the market.

The emphasis that today's forum places on the development of our relations with China is a positive and forward-looking one. Our policy is also one which is forward-looking, seeking to harmonize Canadian and Chinese interests well into the next century. The cornerstone of this policy is one in which China and Canada, both Pacific nations with much in common, work together to ensure mutual benefit and joint prosperity.

The Canadian business community, as represented here today, is the key player to ensure that this policy is translated into tangible results. That is the challenge this forum has set before you today.

I would like to commend Eddie Goodman for his foresight in establishing Canada's opportunity in China as his forum's theme this year. It is now for us, both in the public and private sectors, to work together in a strategic way to implement the insight and advice received here today, and guarantee Canada a place in the China market throughout the Pacific Century.

Thank you.