

INDUSTRIALIZED COUNTRIES MAKING EVERY EFFORT TO MEET THE NEEDS OF
LEAST DEVELOPED COUNTRIES THROUGH PREFERENTIAL ARRANGEMENTS.

OUR GOAL -- INCREASED MARKET ACCESS -- IS CRITICAL TO MANY CANADIAN
FIRMS. THE NEGOTIATIONS AHEAD WILL BE TOUGH. WE ARE LOOKING FOR
YOUR SUPPORT AND CONTINUING INPUT.

AND THE THIRD CHALLENGE -- THE CHALLENGE OF GOING GLOBAL. AS
GERRY SHANNON OUTLINED EARLIER TODAY, WE WISH TO PURSUE A
THREE-PILLAR STRATEGY TARGETED ON THE AMERICAN, EUROPEAN AND
PACIFIC MARKETS.

IN THE U.S., WE ARE PLANNING INCREASED PARTICIPATION IN TRADE FAIRS
AND MORE TRADE MISSIONS.

THERE ARE NEW PROGRAMS TO HELP CANADIAN EXPORTERS ACCESS
REGIONAL U.S. MARKETS -- SUCH AS THE NEXUS PROGRAM GEARED TO
THE SOUTHERN UNITED STATES -- AND ENLARGED OLDER PROGRAMS SUCH
AS NEBS FOR OUR MARKETERS IN BORDER STATES.