

It is in this spirit that I am approaching Export Trade Month. My colleagues in both the federal and provincial governments will be talking to business groups across the country. There will be over 250 events such as seminars and workshops, trade shows, incoming and outgoing missions, service club luncheons with export themes and so on. All are attempts to spread the export gospel. All are intended to overcome the psychological and informational barriers to achieving Canada's export potential and to foster development of the export state-of-mind.

Within the country, the government and this department, we seek to highlight trade through a range of activities. To-day, we raised the Export Trade Month flag in front of this building and other promotional items have been distributed to companies and employees.

To-day my Parliamentary Secretary, John McDermid, is in Vancouver to launch an export education book Canada: Our Place in the World to focus the attention of students on international trade.

My Quebec colleague, Pierre MacDonald, is launching Export Trade Month in Montreal and in Alberta Larry Shabin is hosting a similar function. The federal-provincial co-operative spirit is working in trade development.

Next Monday, on October 5, the Prime Minister and I will be attending the Canadian Exporters' Association Annual Meeting and the Canada Export Awards will be presented to twelve outstanding exporters. I am proud to say that Canadian companies can and do meet and beat the international competition.

It would be stating the obvious to say that, to a business, exports mean profits. To the country as a whole, however, exports mean a great deal more. Exports mean jobs.

Since 1984, Canada's trade performance has moved steadily upward despite intense international competition, growing protectionism, depressed commodity prices, and sluggish world markets.