

- . better market access to the U.S. through the FTA, so our companies can attain competitive scale and specialization;
- . better market access around the globe though the ongoing GATT negotiations, so we can use our growing strength to compete and win abroad;
- . the encouragement of new job-creating investment in Canada, particularly by foreign manufacturers who, thanks to the FTA, can now use Canada as the gateway to the North American market.
- . and more aggressive trade and investment programs specifically tailored to Europe, the United States and the Pacific Rim.

These are all important initiatives to improve our international competitiveness. And they are paying off.

Witness, for example, the success of our beef sector in Pacific Asia - the first activity in the Pacific 2000 initiative. I am pleased to report that our strategy has helped 1989 beef exports to Japan rise three-fold over 1988.

We have also seen excellent results in forest products.

Many of you are aware of the accomplishments of the Council of Forest Industries in developing a Canadian 2 by 4 wood frame building system; and the recent certification of COFI as an official testing organization by Japanese authorities.

However, less among you may know that the largest 2 by 4 platform construction homebuilder in Japan has now decided to switch from Asian to CSP plywood from B.C. - a major breakthrough which will allow B.C. plywood to dramatically increase its market share during the 1990's.

These are two excellent examples of the kind of opportunities available to Canadians in the Pacific Rim.

And I could go on, for we are not just selling our resources. We are selling helicopters and office machinery to Japan; pipelines to Malaysia; flight simulators to Australia; telecom equipment to China and power systems to India. All good news.

But the reality is, no matter how good our trade and investment strategy is, we can only maximize our international competitiveness if we meet some