

We will be strengthening our scientific and technological base through active partnerships;

We will be promoting a greater awareness of Asian countries in Canada by encouraging cultural and language studies - awareness of Japan and other nations which are part of the rich diversity of the Asia Pacific region.

We intend to promote a greater awareness of Canada in Asia Pacific, by supporting exchanges and Canadian studies programs; and

We will be pursuing an aggressive regional trade strategy, identifying specific market opportunities in Japan, the so-called 4 Tigers, India and elsewhere; and mounting promotional drives to translate those opportunities into exports.

In fact, I will soon be travelling to the first meeting on Pacific Rim Corporation, where Canada hopes to play a constructive role in promoting regional cooperation.

I believe our going global strategy represents a watershed in our trade development approach. For when you get right down to it, the message of going global is this:

In order to compete and win in the 1990's, Canadians must not only think globally - we must act locally all around the world.

In order to become competitive suppliers of value-added goods and services, we must not only produce such products - we must learn how to sell them.

In order to sell, we must know not only our products, but our customers.

And in order to truly know our customers, we must know and respect his language, his customs and his culture.

And that is why I believe I am looking out at Canada's secret trading weapon right this minute - our multicultural community.

Since 1945, Canada has become a true microcosm of the world.