

- * we are going to dramatically increase the flow of information on Mexican business opportunities throughout Canada.

Today, for example, an ExportVision special edition of Partnering for Success -- an extremely useful guide to pursuing opportunities in Mexico -- is being made available.

The benefits that will flow to Canadian firms from the North American Free Trade Agreement that my Mexican and American colleagues and I agreed to last month could be enormous.

The new initiatives we have under way will help pave the way into the Mexican marketplace and then bring home the benefits.

Tomorrow, Canada's Ambassador to Mexico, David Winfield, will be exploring the positive implications of NAFTA for individual companies in greater detail.

Global Linkages for Canadians

I hope to have demonstrated today some of the key linkages that exist between our global trade liberalization policies and trade development programs. Now I would like to close the loop by looking at linkages with our domestic policies and practices.

Eight years ago, when the Government took office, it determined to take steps necessary to renew and strengthen the Canadian economy. Rather than resisting the forces of global change, Canada needed to harness them to its advantage.

At the heart of the Government's approach was the determination to make the private sector the driving force of this economic renewal. Government policies would create an environment to encourage and reward entrepreneurship and facilitate adaptation to the changing international economic demands.

By opening Canada's economy to greater competition and by encouraging Canadian firms to adopt global business strategies, Canada could remain one of the most prosperous societies in the world.

Over the past eight years, our approach has won praise from international institutions such as the International Monetary Fund (IMF) and the Organization for Economic Co-operation and Development (OECD), and from the international investment community.

More recently, the Prosperity Initiative has brought thousands of individual Canadian business people into the process of planning for new policy innovations.