

To do this, our department is sponsoring a series of studies on the single European market. Part one, entitled *Effects on Europe*, was released in April. The demand was so great it necessitated a reprinting. Part 2 consists of 12 industry-sector reports to assess the effects on Canadian trade, investment and technology development. The first 3 industry reports, *Agriculture and Food Products*, *Consumer Goods and Cultural Industries*, and *Telecommunications and Computer-based Industries*, are being released today. The other 9 industry-sector reports will follow in the winter of 1990.

We are creating an on-line computer information service on Europe 1992, tailored for Canadian users. This information will be accessible through our department and the International Trade Centres across the country. We are also working jointly with the Canadian Standards Council to facilitate dissemination of facts pertaining to EC standards.

In addition, to assist us in assessing the changes in Europe, we have set up both Public and Private Sector Working Groups.

Within the public sector, we have Interdepartmental Working Groups which are analyzing the effects EC legislation will have on specific industrial sectors, such as today's areas of focus. Many of the findings of these Working Groups are also providing useful data for our GATT negotiators.

Within the private sector, the ITAC - the International Trade Advisory Committee - has set up a Task Force on Europe 1992. It consists of 9 presidents and chairpersons of private organizations who advise specifically on happenings in Europe. David Culver is leading this Task Force and advising our Government. Your respective SAGITS and this Task Force are contacts you should make when considering the European market.

Today's conference is also part of the first initiative. It is the second of a series of conferences that we are co-sponsoring along with the provincial governments. Future conferences will be held in Vancouver, Alberta and the Atlantic region. And I personally believe that conferences like this one are invaluable.

So that is the first initiative - the 'European Challenge'.

The second, a "European Trade Policy Strategy", relates to our voice at the central EC-level and in key European capitals. We are determined to protect Canadian interests in the economic