

ExportVision advances another major goal of International Trade Month -- carrying the export message to Canadians at large. To do this, we are sending trade officers, Export Award winners, and other successful exporters to some 30 communities across the country -- from Nanaimo to Corner Brook -- to meet with business groups, students and the media, and explain the importance of international trade to this country.

I think you and I would agree that the more Canadians understand the importance of trade and the more they believe that we can succeed in world markets, the better we will perform as a nation.

There's much more I would like to talk to you about this evening. But I hope I have set out my vision of where we stand and where we are going on the export front.

I'm talking about focussing on the growth markets of tomorrow -- Asia and Latin America -- expanding the definition of our backyard, looking beyond familiar markets in the United States and Europe.

And I am talking about a co-operative, co-ordinated, strategic partnership, one that puts the exporter clearly in the driver's seat.

A year from now, I'd like to come back and review how we've done, together, in this effort. It will be a special honour as we celebrate the 100th anniversary of the Trade Commissioner Service.

In conclusion, let me again congratulate this year's Canada Export Award winners, cheers to the CEA on its 50th anniversary, and thank you all for this opportunity to get together.