
technology. In the main countries of the Caribbean, Latin America, Asia and Africa, where until quite recently Canada had very little involvement, we are now known to be a valuable partner, thanks to our aid program. In many Third World countries, this same program has carved out a place in the market for Canadian capital equipment. I am thinking, for example, of companies like Bombardier and De Havilland. Consulting firms such as SNC, Lavalin and Gaucher-Pringle-Carrier have used the aid program as a springboard to increase and diversify their activities in the developing countries. And the names of the Quebec companies that I cited among the beneficiaries of the aid program were not there by accident. Globally, some 40 per cent of the service contracts signed in Canada by the Canadian International Development Agency are awarded to companies located in Greater Montreal.

In addition, the Canadian contributions to the various international organizations, such as the World Bank and the regional development banks, provide favourable conditions for Canadian companies bidding on large multilaterally financed projects. However, we still have some distance to go before we obtain our fair share of this enormous market.

In general then, our export companies and consulting firms have been helped in a direct and significant way by Canadian aid. Recently, the federal government has made decisions aimed at making the aid program even more relevant and more useful to business. Last year, we agreed to allocate 20 per cent of our assistance to the medium income countries, where the trade spin-offs are the most attractive. Moreover, a new industrial co-operation program has been set up to encourage Canadian companies to start up in the developing countries or to extend their operations to them; with this in mind, the program finances studies, arranges investment missions, and provides technical assistance for the commercial and industrial sectors of the developing countries.

Economic co-operation

During my official travels in the Third World, and more recently on my visit to Tunisia and Morocco at the beginning of the month, I have gone to some lengths to let the leaders and businessmen whom I have met know that economic co-operation cannot be a one-way street. We have invested much in the development of these countries. Whenever they can provide a better product at a better price, Canadian companies are entitled to a fairer share of the market. This clear, unambiguous call for mutually profitable economic co-operation was appreciated by those who heard it, and also, I believe, by the delegation of Canadian businessmen who accompanied me.

Moreover, there is a close relationship between development assistance and exports. It would be misleading to say that exporting is easy. The challenge is to utilize our skills and capabilities in areas where we have developed particular expertise and to take advantage of it in the world markets in the face of intense competition. The initial decision to export, and subsequently to enter new markets, is not one to be taken lightly. To be professional, exporters need to make a long-term commitment
