

OF COMMERCE FOR ASSEMBLING THIS IMPRESSIVE GROUP OF SAUDI BUSINESS DELEGATES TO VISIT CANADA.

I UNDERSTAND THE GROUP WAS ABLE TO VISIT SUCH MAJOR CANADIAN CENTRES AS MONTREAL, TORONTO AND CALGARY AND HAD THE OPPORTUNITY TO COME IN CONTACT WITH LITERALLY HUNDREDS OF THEIR CANADIAN COUNTERPARTS. I BELIEVE THAT MANY PROMISING INITIAL CONTACTS HAVE BEEN ESTABLISHED AND SOME AGREEMENTS ARE NEAR CONCLUSION. THIS CERTAINLY AUGURS WELL FOR THE FUTURE.

TO THE SAUDI SIDE, I WOULD SAY THAT I HOPE THAT THIS IS ONLY ONE OF MANY VISITS TO CANADA. I AM AWARE THAT A SIGNIFICANT FEATURE OF THE CURRENT SAUDI DEVELOPMENT PLAN IS THE CREATION OF SECONDARY AND LIGHT INDUSTRY, INITIALLY TO SERVICE A SMALL MARKET BASE.

YOU SHOULD NOTE, THAT WITH OUR SMALL POPULATION AND CONCOMITANT SMALL DOMESTIC MARKET, CANADIAN COMPANIES, BY NECESSITY, HAVE HAD TO DEVELOP KNOW-HOW AND TECHNOLOGY THAT WOULD ALLOW THEM TO BE PROFITABLE USING SHORT PRODUCTION RUNS. GIVEN THE SIMILARITIES I NOTED PREVIOUSLY BETWEEN OUR TWO COUNTRIES, CANADIAN INDUSTRY IS CERTAINLY A MOST SUITABLE CHOICE AS A PARTNER TO SAUDI COMPANIES TO TRANSFER THAT KIND OF EXPERTISE TO THE KINGDOM.

FOR THE CANADIANS, IT IS IMPORTANT THAT THE SUCCESSFUL BEGINNING NOW ACHIEVED NOT BE LOST THROUGH INACTIVITY. THOSE FACTORS THAT HAVE MADE YOU SUCCESSFUL IN THE CANADIAN MARKET ARE THE SAME ONES THAT WILL LEAD TO SUCCESS IN SAUDI ARABIA. OF THESE, FOLLOW-UP AND CUSTOMER SERVICE ARE HIGHLY IMPORTANT. I ENCOURAGE YOU TO VISIT THE KINGDOM AT THE EARLIEST OPPORTUNITY TO MAINTAIN MOMENTUM IN YOUR DEALINGS AND TO SEE FIRST-HAND WHAT EXACTLY IS REQUIRED. MY DEPARTMENT, THROUGH ITS VARIOUS PROGRAMS AND OFFICES AT HOME AND ABROAD, STANDS READY TO LEND YOU EVERY ASSISTANCE, BUT I EMPHASIZE THAT THE INITIATIVE MUST COME FROM YOU.

I MENTIONED EARLIER THE RESULTS-ORIENTED ASPECT OF THIS JOINT ECONOMIC COMMITTEE. THIS FORUM MUST BE MORE THAN AN EXCHANGE OF VIEWS--ALTHOUGH THAT IS AN IMPORTANT ASPECT--IT MUST ACT IN SUCH A WAY THAT THE PATH TO FUTURE ACTION IS CLEAR. WITHOUT SUCH A PATH, THERE IS NO ON-GOING WAY OF MANAGING THE RELATIONSHIP OR OF MEASURING WHETHER POSITIVE GOALS ARE BEING ACHIEVED.

WITH THE SET-UP OF VARIOUS COMMITTEES, SIMULTANEOUS DISCUSSIONS ON A BROAD FRONT CAN BE UNDERTAKEN. IT IS THE RESPONSIBILITY OF EACH OF THESE COMMITTEES NOT ONLY TO IDENTIFY AREAS FOR COOPERATION BETWEEN OUR TWO COUNTRIES, BUT ALSO, AND MOST IMPORTANTLY, TO REPORT BACK LATER TODAY TO THE PLENARY THE