

Ladies and Gentlemen,

I would like to speak to you today, first, regarding the Europe 1992 Seminar and, second, regarding the problem of overfishing outside 200 miles.

This meeting in St. John's is the 10th in a series of conferences, seminars and workshops held across the country in cooperation with provincial authorities on challenges and opportunities of the new Europe for Canadian business. It is very appropriate that the St. John's meeting take place in conjunction with the fisheries council of Canada's annual convention and during International Trade Month.

Let me emphasize the significance of the EC market for Canada:

- * The EC is the world's largest exporter and second largest importer;
- * The EC is our second largest trading partner, with \$11 billion in Canadian exports in 1989;
- * The EC is fastest growing global export market, with 16 per cent growth in the past two years;
- * Exchange rates are favourable to Canadian exporters;
- * 200,000 Canadian jobs depend on our trade with the EC;
- * The EC is our largest source of offshore investment with a cumulative total of \$23 billion;
- * EC tourists spent \$1.65 billion in Canada in 1989.

And, in Newfoundland, exports to the EC totalled \$150 million in the first six months of 1990, close to 20 per cent of the province's exports, the highest percentage for any province. The U.K., Germany, Portugal and Italy are key markets. Major exports include mineral ores, newsprint and fish, notably salt cod. And, as Newfoundland's ocean industries develop, in part through the Hibernia project, the small percentage of exports for marine technology products should grow.

External Affairs and International Trade Canada has developed a program called "Challenge 1992" as part of a larger trade initiative known as "GOING GLOBAL". This is a major campaign to ensure that Canadian industries and businesses have the information they need on changes in Europe to compete effectively in that market. As part of "Challenge 1992" we have undertaken a series of studies on the consequences of the Europe 1992 exercise for various sectors of the Canadian economy. Today you will be reviewing the results of two of these studies, one on fish products and the other on telecommunications and computers.

The fish products study is being released here today. Discussions in your workshop should provide useful market intelligence and practical suggestions on topics like: how strategic alliances ... something American and Japanese companies are pursuing in Europe ... can help to achieve better market penetration; how to develop niche products for the sophisticated tastes of European consumers ... something that requires knowledge of shifting trends; and how to take advantage of strong growth in the European fast food industry ... building on your experience in North America.