

concerted effort by Canadian business, labour and government, acting together to influence opinion in the United States. The effect we can have jointly is far greater than the sum of the effects we can achieve separately. We should continue, along those lines, to mount a civil but forceful campaign in the United States to seek their appreciation of the vital interest we both have in keeping continental trade channels open.

We must work, as well, to preserve and enhance your access to your other most important markets.

That means keeping up the pressure in the General Agreement on Tariffs and Trade to roll back protectionism and keep the system open. It means sitting down with the United States to look at sectoral trade and other initiatives. It means invigorating traditional markets in Europe and growing markets in Japan, the Far East and the Middle East. I want there to be good communication between us in the federal government and you in the private sector as we proceed.

Trade is a two-way street. We cannot expect to export to others if we will not buy what they have to sell. We cannot try to knock down the barriers to your products abroad if we are erecting the same obstacles at home. As exporters you can help us help you. You can help us to help you to keep the trade channels open.

Canada is a country of immense potential and some rather serious problems. We have a deficit that is larger than Canadians were led to believe. We have allowed a pattern of conflict to scar relations between federal and provincial governments, and there is a legacy of suspicion between the federal government and both organized labour and business. The problems of attitudes are relatively easy to change. The deficit is more difficult, and so are some of the structural problems, at home and abroad. But those problems have to be seen in the context of the natural strength of Canada. We are an immensely rich country, with creative, skilled and energetic people, and access, quite literally, to the whole world. As a country, we are well regarded, almost everywhere; as a people, we come from literally everywhere, and those personal connections to other cultures, other markets, are alive and waiting to be worked.

You in this room have to make the sales; but we in the government have to make them possible.

I am here today to ask you both to do your job, and to help me do mine.

My colleague, Jim Kelleher and I need to know — early — what practical changes in policy or approach you think new ministers should introduce. We need to know what has been going wrong if we are going to be able to set it right.

This government is two weeks old today. We have begun some of the changes the nation needs, and will meet Parliament early next month. Our mandate is to build a strong future for an extraordinary country.

We need more than your prayers — and more than your advice — although both will be welcome. We want you to apply the best of your enterprise, and your imagination, and your skill — to opening and keeping the markets this nation needs to excel in the world.

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