

By the year 2000, it is estimated that Asia will account for 60 per cent of the world's population, 50 per cent of production and 40 per cent of consumption. Some believe that by the 21st century, the value of Trans-Pacific trade could reach \$500 billion.

Obviously, it is high time that Canada stops seeing Vancouver and the Pacific as our back door, and starts taking its rightful place front and centre in this dynamic economic theatre. It is absolutely critical that we establish a stronger presence in Japan and seize the opportunities available in this dynamic part of the world.

Once again, we believe the FTA will greatly strengthen our ability to compete offshore. It is truly a stepping stone across the Pacific for Canadian exporters.

But we obviously must do more.

We must:

- strengthen the language and cultural expertise of our business community, so it can deal more effectively with Japan, China and other Asian nations;
- increase support for market penetration;
- encourage science and technology cooperation; and
- promote Canadian interests through a more vigorous communications program and cultural exchanges.

That's what we must do. And that's what we are going to do.

So that is our basic trade strategy

- a Three Pillar Strategy;
- with the GATT as the door to opportunity in all 3 mega-markets; and
- the FTA as the key to our ability to seize those opportunities.

And if we are competitive in these three mega-economies, we will be competitive anywhere in the world -- whether in India, or Brazil or in Eastern Europe.