

3. investment -- to bring new products from the lab to the market;
4. competitiveness at home -- building a strong domestic market in Canada from which to take on the world; and
5. competitiveness abroad -- trading smarter in new and traditional markets.

I fully expect that the Steering Group will recommend bold action from the federal government, among others, and we are fully prepared to take whatever steps are needed to secure prosperity for Canadians. You and I also know that there is little the federal government can do on its own to effectively transform Canada's economic future. Your commitment will be equally essential. I hope that you will all get on board.

Most of you have heard me say before that competitiveness, at home and abroad, is the key to Canada's prosperity in an increasingly interdependent world. As a new global economy grows all around us, the parameters of competitiveness are changing and are demanding the creation of a new economy for Canada. This new economy will have to be based on the development of knowledge-dependent, high value-added production and innovation which rely on high quality human resources.

The keys to winning in the global market place will be good Canadian products and services, hard work, the development of new markets, patience and a willingness to meet customer needs.

The trends that will shape our future are already evident in the global marketplace of today. Regardless of the protectionist pressures, the stepped-up, highly competitive nature of business will continue, and Canadian companies will have to adjust or go under. For most businesses, it is no longer good enough to sit at home and fill export orders. If a company is to grow and survive, it has to become a player established in different parts of the globe.

These trends, combined with the opportunities presented by the Free Trade Agreement and the North American Free Trade Agreement, have clear implications for Canada and our desire to continue as a major player in the international marketplace. Against this background, concepts such as strategic partnering and alliances, joint ventures, co-operative marketing and transfer of technology will have to become important components of both the government's and the private sector's initiatives.

I am quite convinced that, in order to succeed, our companies may at any moment be using one or more of those techniques in their market development strategies. Our small and medium-sized enterprises must be prepared to consider outward investment through acquisition or the formation of joint venture companies; must look for deals offering exchanges of market know-how and