



Diagnostics Chemicals Ltd. currently earns about 90 percent of its revenues from exports, compared to 75 percent five years ago. Its largest export market is the United States, with 80 percent of its total heading south of the border. Other large markets include Japan, Germany, France and Italy. Diagnostics opened marketing subsidiaries in the U.S. and Mexico to meet increased demand. It has 150 employees, double the number three to four years ago.

DIAGNOSTICS CHEMICALS LTD.,
CHARLOTTETOWN, PRINCE EDWARD ISLAND

Canada sells more to the United States than any other country does, by a wide margin. Free trade has helped. Canada's exports of goods to the United States increased from \$149 billion to \$242 billion between 1993 and 1998. Imports from the United States were \$234 billion in 1998. If Canadians can compete so successfully with the hard-trading Americans, we can compete with anyone, anywhere in the world.

INTERNATIONAL HERMITS DON'T PROSPER

There are those who will argue that Canada will lose its identity if it becomes too dependent on the benefits of international commerce. Not so. Canadians know who they are. Canada needs to grow economically to sustain the kinds of unique social and cultural programs that have made our country special. We can't stand still — we need to win globally to grow domestically. Trade puts money in the pockets of Canadians who work in our hospitals, teach in our schools and run our social programs.

The last thing Canadians need to do is to hide from the rest of the world. Canadian workers, small business owners and entrepreneurs have the ability to compete. They are counting on their government to work — in concert with other governments — to create a level global playing field on which they can compete.

Investment follows trade and vice versa. There was a time when many Canadians were wary of foreign investment. A few still are. But look at the example of Ericsson Communications Canada, an international investor hiring smart young Canadians to work here rather than somewhere else. And to work for the benefit of all Canadians.



Avant-Garde Engineering's exports have increased about a hundred-fold since 1994, reaching \$23 million by 1998. It is among the fastest-growing companies in Canada, 40 times larger in 1999 than it was five years before. In 1994, AGE had three employees; today it has more than 100 and it expects to double that again in the next few years. While the United States is its major export market, AGE also exports to Chile, France and Egypt.

AVANT-GARDE ENGINEERING, L'ASSOMPTION, QUEBEC