

It was not the Government who seized the opportunities for trade and investment and took the risks.

It was you, the entrepreneurs, the business people from coast to coast who made it happen.

I would suggest, however, that the trade and investment environment we have established through our policies went a long way in helping you to do so. And, the reason we were able to create such a business environment was that we took the time to consult you on virtually every one of our economic policy initiatives.

Trade is no exception.

In 1985, we developed a **National Trade Strategy** with the provincial governments. The strategy has three principal objectives:

- to broaden Canadian access to foreign markets;
- to strengthen the international marketing of Canadian goods and services; and
- to improve Canada's competitive position in the world.

These are nice phrases, but they mean nothing unless they are based on information and advice from people whose livelihood depends on trade.

That is why the Government established the International Trade Advisory Committee and the Sectoral Advisory Groups on International Trade.

We realized that systematic and on-going consultation with Canadian businesses and entrepreneurs across the country was essential to successful trade policies. Some 300 Canadians were directly involved in the consultations on the Free Trade Agreement.

We made it our business to listen to business, labour and to consumer groups.

Business people in this country were worried about growing U.S. protectionism. You were beginning to feel that the rule of law was becoming the rule of lobbies.

We fought hard for your interests.

By negotiating the Canada-U.S. Free Trade Agreement, we enhanced your access to that market and provided you, for the