

THE GLOBAL MARKETPLACE IS ASTONISHINGLY LARGE AND DIVERSE, AND NEW TECHNOLOGIES AND OTHER ADVANCEMENTS MAKE IT BIGGER AND MORE DIVERSE EVERY DAY. SO, THE OPPORTUNITIES ARE THERE.

PUT TO EXPLOIT THESE OPPORTUNITIES, WE NEED TO BE AGGRESSIVE. WE NEED TO BE ALERT TO DEVELOPMENTS WHICH MAY CREATE OPPORTUNITIES, AND ABOVE ALL, WE NEED TO BE COMPETITIVE - IN PRICE, QUALITY, AND THE RANGE OF PRODUCTS AND SERVICES WE OFFER. WE MUST DEVELOP AN EXPORT "STATE-OF-MIND".

IF WE CAN DEVELOP THIS EXPORT "STATE-OF-MIND" WHICH ALWAYS EXAMINES THE EXPORT OPTION, I KNOW WE WILL IMPROVE OUR TRADING PERFORMANCE AND, I THINK, WE HAVE TO GET TO THE POINT WHERE WE ARE AUTOMATICALLY ATTUNED TO EXPORT POTENTIAL IN CONSIDERING EVERY BUSINESS VENTURE. THAT'S THE PHILOSOPHY OF OUR OVERSEAS COMPETITION, SO IT MUST BE OURS TOO.

IT IS IN THIS SPIRIT THAT I'M APPROACHING EXPORT TRADE MONTH. I, MY COLLEAGUE MR. CLARK, THE SECRETARY OF STATE FOR EXTERNAL AFFAIRS, AND OTHER FEDERAL AND PROVINCIAL MINISTERS, WILL BE TALKING TO BUSINESS GROUPS ACROSS THE COUNTRY. THERE WILL ALSO BE SEMINARS AND WORKSHOPS, TRADE SHOWS, INCOMING AND OUTGOING MISSIONS, SERVICE CLUB LUNCHEONS WITH EXPORT THEMES AND SO ON. ALL ARE ATTEMPTS TO SPREAD THE EXPORT GOSPEL. ALL ARE INTENDED TO FOSTER DEVELOPMENT OF THE "EXPORT-STATE-OF-MIND" OF WHICH I SPOKE.

AND, I CAN'T IMAGINE A BETTER PLACE FROM WHICH TO LAUNCH EXPORT TRADE MONTH. WE'RE AT ONE OF THE MOST PRESTIGIOUS TRADE FAIRS IN THE WORLD. WE'RE THE LARGEST SINGLE EXHIBITOR. AND WE'RE A WORLD LEADER IN THE TECHNOLOGIES ON DISPLAY. I KNOW YOU SHARE MY ENTHUSIASM AS I NOW DECLARE CANADA EXPORT TRADE MONTH OFFICIALLY UNDERWAY.