

In fact, Canada already has more bilateral and regional agreements with Europe than with most other regions. However, trade policy in itself does not generate growth and employment. Without a significant push from the private sector, these arrangements will continue to pay only minimal dividends.

The challenge ahead is to take full advantage of the recent trade policy advances and translate them into commercial opportunities. This is the role of the business community — both multinational corporations and small- and medium-sized enterprises. In particular, I urge you to take up the challenge and put your products and services to the test.

Canadian companies are succeeding — and succeeding very well — in Europe. CAMDI International of Montreal manages the "food court" at the Louvre Art Museum in Paris. In the home of la haute cuisine, this "food court" is a first and it was an instant success.

In Germany, Speedy Muffler King Inc. of Toronto is rapidly expanding "Pit Stop," its leading chain of service stations, by offering motorists something new — customer-friendly service.

PROCOR Sulphur Services Inc. of Calgary is building its third turnkey sulphur-forming facility in Europe. It achieves high-volume production from a small-sized plant, making it ideal for European conditions where land is at a premium.

These companies demonstrate the potential for a dynamic relationship with Europe. Many of you can serve as an example that Canadians can and do succeed in Europe. Please spread the word that a foothold in Europe is a critical element in any exporter's business plan.

As far as the Government is concerned, there is a perception, which I share, that in recent years the Canada-EU trade and investment relationship might have suffered from complacency, or, even worse, neglect.

Although Canada has an active trade and investment development program in Europe, I would welcome your ideas on additional trade development and trade policy initiatives which the Canadian government could undertake to help Canadians succeed in Europe.

The history, the culture and the economic values which Canada and Europe share provide a foundation to create a stronger economic partnership. Let us put it to work.

Thank you.