

Gaucher-Pringle-Carrier and CEGIR have used the aid program as a springboard to increase and diversify their activities in the developing countries. And the names of the Quebec companies that I cited among the beneficiaries of the aid program were not there by accident. Some 40 percent of the service contracts signed in Canada by CIDA are awarded to companies located in the greater Montreal area.

Canadian contributions to the World Bank and the regional development banks, which are also an integral part of the aid program, provide favourable conditions for Canadian companies bidding on large multilaterally financed projects. And I can assure you that we still have some distance to go before we obtain a significant share of the enormous financial potential that these projects represent.

In general then, our export companies have been helped in a direct and significant way by Canadian aid. This will continue. Recently, the federal government has made decisions aimed at making the aid program even more relevant and more useful to business. We agreed to allocate 20 percent of our assistance to the medium income countries in which the trade opportunities are seen to be the most attractive. These sums are made available to either lessen the burden of financing when products or services are purchased from Canada - often in the case of projects in which funds are being provided in parallel by CIDA and the EDC - or to defray the cost of technical assistance that normally goes along with the purchase of capital equipment, when such assistance is not absolutely essential. Moreover, a program of industrial cooperation has been set up to encourage Canadian companies to introduce joint stock companies in the developing countries or to pursue projects funded by multilateral organizations like the World Bank or the Arab Fund. This program provides funding for studies costing up to \$250,000, organizes investment missions and provides technical assistance to the commercial and industrial sectors of the developing countries. An application under this program has also been submitted by Commerce Montréal International, or CMI. I am very pleased to see CMI investing on an international level. We are ready to support any request for specific activities that might arise in conjunction with this.

Notwithstanding all this, it would be misleading to say that exporting is easy. The competition on the international markets is intense. Let us not fool ourselves. Export trade is no less attractive to our competitors than to us. You know better than I that the list of our competitors grows longer year by year. To be successful, exporters need to make commitments of resources, both financial and human, for many years and to vigorously pursue markets that they have identified accurately and in which they have closely watched the development and cost prices.