

To help companies seek out these opportunities, the federal and provincial governments offer a broad range of trade promotion programs and mechanisms. Many of you may recall Export Marketplace programs of 1985 and 1986. The stars of Marketplace are our Trade Commissioners who come back from their posts abroad to meet business people one-on-one. Last year, over 100 trade officers visited 35 cities and met with over 2,000 companies.

A recent survey of the companies that participated in Marketplace 86 revealed that the one-on-one interviews assisted in immediate export sales of in excess of \$20 million dollars and a large number of companies expect to make sales in the near future. 94% of the firms asked us to repeat the exercise and so this year Marketplace 87 will be the major Export Trade Month event in 21 cities across Canada. We expect to hold over 7,000 interviews with business people in the period of October 13-30. Information on Marketplace 87 is available for you.

Our Trade Commissioners provide all kinds of overseas services. But their value to Canadian companies is their knowledge of foreign markets and our latest listing of Canadian trade commissioners is also available for you to-day.

The Global market place is astonishingly large and varied. New technologies and other advancements make it bigger and more diverse every day. So, the opportunities are there.

But to exploit these opportunities, we need to be aggressive. We need to be alert to developments that create opportunities. Above all, we need to be competitive -- in price, in quality, in the range of products and services we offer.

What we must really do is develop an export state-of-mind. If we can train ourselves always to think exports -- and that is probably a matter of habit as much as anything -- we will certainly improve our trading performance. If we can get to the point where we are automatically attuned to export potential in considering every business venture, we will improve our sales both inside and outside the country. That is the philosophy of our competition abroad, and it must be ours as well.