

Moving to where the competition is going requires a plan on how to get there. That is why the federal government launched the Prosperity Initiative last fall. It is about getting Canadians involved in developing a plan of action to lead us there. That plan of action will require the concerted commitment of Canadians from all walks of life. Partnerships between the private and public sectors will need to become more commonplace -- partnerships like this, the Corporate Affiliates Program of the Canadian Bureau for International Education (CBIE). Your presence here at the inauguration of the program demonstrates your commitment to its three aims:

- to enhance the ability of Canadian business to operate successfully in an international environment,
- to develop Canada's human resources to meet the challenge of maintaining competitiveness in the international market, and
- to forge direct links between international trade and international education, to foster on-going collaboration between the two sectors.

I hope that this partnership between the college and university community and the private sector will be a critical element in turning around our poor ranking in terms of internationalization. Over the years Canada has trained thousands of foreign nationals at Canadian colleges and universities. These alumni constitute a largely untapped resource and competitive advantage to Canada of immense value. We must harness the good will and access that our role in the training of these men and women has given us. I see the corporate affiliates program doing just that: building trade by building on linkages.

For example, nearly a quarter of Canada's foreign students come from Hong Kong. For half a century Hong Kong's future leaders in business and government have chosen Canadian universities for further education. It is estimated that there are over 70,000 graduates of Canadian universities living in Hong Kong.

People like these are a direct resource for Canadian business. They play an important part in the \$1.9-billion, two-way trade relationship we enjoy with Hong Kong, the \$836 million in goods exported to the island last year and the nearly \$5 billion invested in Canada by citizens of Hong Kong in 1991.

Programs like this, aimed at developing the human resources, are critical to building the kind of knowledge-based economy we need to move in the direction of our competitors. Just as important is internationalization: the creation of links between Canada and other nations in all areas, not just trade. Canada's post-secondary institutions can lead the way to a greater awareness