

as a key need. Furthermore, participants expressed a need for more funding for universities and for government action which would make it more attractive for large companies to spend money on research and development in Canada. Such government action would go a long way in preventing the "brain drain."

2.7 The Role of Business

- o There was a sense among many discussants that business should take the lead role in becoming more competitive internationally and developing international trade opportunities.
- o Business needs to advertise to international markets, for example, through international trade fairs. They must be more aggressive and proud, and raise awareness of Canada internationally and show other countries what Canadians have achieved.
- o Business must be willing to take risks. Participants felt that Canadian businesses can often be too conservative and can stifle young people. Business should be more willing to support people with creative and innovative ideas.
- o Canadian business has to learn to "stand on its own two feet." Canadian business must modernize, develop new expertise, develop high technologies and learn to specialize.