

BUT I THINK THAT LITTLE WILL BE ACHIEVED IF YOU COME HERE TODAY, PAY ATTENTION TO THE SEMINAR AND PARTICIPATE, AND TAKE ONLY A CASUAL INTEREST IN QUESTIONS OF FOLLOW-UP. I'M SURE THAT MOST OF YOU WILL RECONGIZE THAT FOREIGN SALES REQUIRE SOME PERSISTENCE AND TO DEVELOP THOSE SALES OVER A PERIOD OF TIME TAKES QUITE A BIT MORE PERSISTENCE. SO I'M GOING TO URGE YOU IN THAT REGARD THAT TODAY IS NOT JUST A HAPPENING, BUT A BEGINNING, FROM WHICH YOU CAN BE ORIENTED IN THE DIRECTION OF ADDITIONAL EXPORT SALES IF YOU REALLY WORK AT THE FOLLOW-UP. AS MOST OF YOU KNOW, I'M A RELATIVELY NEWCOMER TO THE INTERNATIONAL TRADE PORTFOLIO, BUT AS A NOVA SCOTIAN AND THROUGHOUT MY YEARS IN PUBLIC LIFE I'VE BEEN KEENLY AWARE OF HOW MANY PARTS OF CANADA, INCLUDING MY NATIVE PROVINCE, DEPEND ON EXPORT MARKETS. WE DEPEND ON EXPORT MARKETS, ONLY FOR SALES OF OUR RAW MATERIALS, OUR FISH, OUR AGRICULTURE AND OUR FOREST PRODUCTS, BUT ALSO FOR MANY MANUFACTURED GOODS. AND THIS I THINK IS AN EXPERIENCE THAT I SHARE WITH MANY CANADIANS BECAUSE OF THE IMPORTANCE OF EXPORTS, AS I'VE MENTIONED.

I'VE ONLY BEEN IN THIS PORTFOLIO FOR TWO MONTHS. I'M STILL FEELING MY WAY IN IT, AND I WILL BE LEADING MY FIRST TRADE MISSION OF CANADIAN BUSINESSMEN IN THE FIRST PART OF JANUARY WHEN WE GO TO HUNGARY, SAUDI ARABIA, KUWAIT, ABU DHABI, OMAN -- AND HOME. BUT WE WILL HAVE TRADE MISSIONS IN THE FOLLOWING MONTHS TO THE VARIOUS PARTS OF THE WORLD AND I AM BECOMING INCREASINGLY AWARE THAT THESE MISSIONS ARE A VERY IMPORTANT PART OF DEVELOPING TRADE, BECAUSE IN A LOT OF THOSE COUNTRIES, HAVING A MINISTER THERE OPENS DOORS TO BUSINESSMEN THAT OTHERWISE WOULD NOT BE OPENED. SO THIS IS ONE OF THE THINGS THAT WE ARE GOING TO DO.