

We want more Canadian exporters to move beyond the border states into other American regions. That's why we have started the NEXUS program geared to the Southern U.S.

We want to increase opportunities for Canadians by securing access to offshore markets through the current multilateral trade negotiations.

And then we want more Canadians to go global: to move beyond North America to the markets of the world.

That's the purpose of the \$94 million program announced recently by Prime Minister Mulroney - the program we call "Going Global".

It's a program designed to maximize our opportunities not only in the United States, but in the changing markets of Europe and Asia-Pacific.

As you all know, the winds of change are blowing in both Eastern and Western Europe.

In the East, communism is dying. And in the West, we are witnessing the creation of one giant European market.

Such change can mean risk - or opportunity.

Our "going global" strategy is designed to limit the risk and to maximize those European opportunities by helping Canadians prepare now for 1992.

And the Asian Pacific region is evolving rapidly as well.

By the turn of the century, Asia Pacific will contain 60% of humanity, 50% of global production and 40% of global consumption.

Today, the volume of Trans-Pacific trade between Asia and North America exceeds 300 billion dollars a year. By the turn of the century, Trans-Pacific trade is likely to exceed \$500 billion dollars.

Clearly, it is high time that we developed our own Pacific personality.

And through our Going Global strategy, we intend to do just that.