

to apply information to the trucking industry, to the Vancouver seminars and workshops on such issues as quality in services industries. During the month you will be talking about strategies for turning opportunities into success. Few other sectors are as important to Canada's competitive success as this one.

You already play a pivotal role in our economy -- the services sector generates approximately two dollars for every dollars worth of goods produced. If Canada is to build an innovative entrepreneurial society, the services sector will play a major role in the transformation. As an enabling sector, services has a major role to play in implementing the Action Plan. Your members are in the forefront of workforce training, design and the total quality movement. They provide the consulting services that are critical to bringing sustainable development. Building a more entrepreneurial economy will require a change in focus among the financial services sector. I could go on and on -- the key point is no other sector is as critical to building an innovative society that creates opportunities for all Canadians.

In this conference on "Strategies for Turning Opportunities into Success", you will have an opportunity to hear from companies who have done this. I want you all to spend some time considering how their experience can be applied to your circumstances.

I also want you to spend time thinking about how this sector is going to organize itself to assume the leadership role Canada needs from it to build an innovative society. By the end of the day, I hope you will have a clearer idea of how you can act -- individually, as members of organizations and as a services industry -- to put your own recommendations into action.

Time and again in the past, Canadians have shown that when they work together, we can take on the world and win. I am asking you to help the rest of Canada do just that; I am confident that you will rise to the challenge.

Thank you.