

pharmaceuticals, shoes, tires, wines and sherry. Spain represents only 0.4 % of the total Canadian imports.

The North American Free Trade Zone is a major trade opportunity for Canadian-Spanish companies. Specially after the eventual incorporation of Mexico thus increasing the size of the market to over 350 million consumers. Canada will be making in 1992 decisive choices which will shape its future. These choices are not only institutional but also in their working policies. Competitiveness, and innovation are bound to take a different meaning as the world's social and economic forces are more dynamic than ever²⁴. Canadian society, including the productive sector, are immersed in an unprecedented, rapid structural change. Their pragmatism has made Canadians a tolerant and prosperous society. This historical pragmatism will lead in all likelihood to a new quantum jump in their quality of life already considered one of the highest in the industrialized world.

A few comparative parameters of the Canadian and Spanish economies might contribute to a better understanding of their respective size and potentials.