

Where there's growth, where there are opportunities for Canada, that's where we -- government and industry -- have got to be.

That's the story behind the International Trade Business Plan. It ensures that the 17 federal departments and agencies involved in international business are working together, in partnership with the private sector, to identify and exploit market opportunities.

That's also the story behind the Access North America program. As you know, my predecessor, Michael Wilson, announced this \$27-million initiative in March. We've got some brochures with us here today that outline the program and how you can put it to work for you. I would like to spend a moment reviewing where we stand on implementation.

Today we're releasing a special edition of "Canada-Mexico Partnering for Success" -- an in-depth business guide, produced in co-operation with the private sector. A new series of sectoral studies will build on this in the next few months.

Your association is advancing the ball through a national series of seminars on the new business environment in North America, including practical advice on rules of origin, labelling, and customs.

The Forum for International Trade Training, with guidance and input from the CEA and others, is moving ahead with the GeoFITT Mexico, which in turn leads into International Trade Canada's NEWMEX missions to Mexico.

We've got 25 or 30 trade fairs and missions under development, including the biggest-ever Canadian solo trade show in Mexico -- Canada Expo Mexico City -- in March 1994. We expect more than 400 Canadian firms to be there, to get in on the ground floor of the dynamic Mexican market.

Our stepped-up efforts in Mexico and Asia are what I mean when I say we are targeting the growth markets of the future. We're also focussing on sectors that offer particular promise.

Take, for example, this year's ExportVision program -- a major component of International Trade Month. ExportVision brings 70 of our trade specialists from around the world into direct contact with companies from coast to coast. They will be focussing on five major sectors -- health-care products and services, industrial and electrical equipment and technology, mining equipment and services, fish, and agri-food.

That is targeted, demand-driven government in action.