

analysis. Our worldwide trade office network, already in place, delivers these services to Canadian business. Our new strategy intends to make this network more effective by focussing even more on linking real opportunities with capable Canadian suppliers.

Why not set our sights higher and double the number of active exporters? Today, I challenge Team Canada to do just that by the year 2000.

These initiatives are part of our strategy to build on the successes of Team Canada.

I am grateful for the co-operation of the provinces, associations such as the CEA, and specific sectors and businesses in building Team Canada.

It is proof positive that Canada works together and that Canadians work when Canada works.

But we can do better. No one in this room ever got ahead by using last year's business plan.

Nineteen ninety-five and beyond requires yet greater partnership. It requires yet more focus and more leadership.

But most of all, it requires participation. We need as many Canadian businesses as possible involved in Team Canada.

Your Association has the experience. You understand first-hand the benefits that come from export and from investment in joint ventures.

The Team Canada approach has been and continues to be a winning strategy for Canada.

I would now like to invite Premier McKenna and CEA Chairman Ken Matchett to join me in unveiling the Team Canada logo, the new symbol of our collective commitment to the Team Canada approach. From now on, I invite all Team Canada members to use it at future Team Canada events in Canada and abroad.

Thank you.