

invite our Brazilian guests to think of Canada when thinking of the NAFTA market.

Our stable economic conditions, highly trained labour force, and our unique knowledge of and access to the U.S. market combine to make Canada an attractive investment destination for Brazilian entrepreneurs.

Brazilians who purchase manufacturing facilities in Canada, or who are partners with Canadian firms to add value to Brazilian goods in Canada, will see the output of these ventures qualify for full NAFTA treatment. This translates into freer and lower tariff access to the important United States and Mexican markets than exporters would have directly from Brazil. In turn, this is good business for both Canada and Brazil, a way that Brazilian companies can today take advantage of the NAFTA agreement, to build strategic alliances for tomorrow's more open global marketplace.

The year 1995 could mark the beginning of a new era in Canada-Brazil trade and economic relations. There is so much that can be achieved bilaterally by working together in taking advantage of new trade and investment opportunities unleashed by Brazil's economic reforms and our own strong economic performance. There is also much that can be achieved by working together toward the economic integration of the Americas.

It is with this in mind that Prime Minister Chrétien will lead a trade mission to Brazil, Argentina and Chile in late January 1995. The significance of this visit in both political and economic terms cannot be understated. The visit will underline in unequivocal terms that Canada belongs to the Americas. Canada is committed to deepening its relations with all countries in the region. Canada can play a direct role in hemispheric affairs and Canada is an important and friendly trade and economic partner. A notable feature of the Prime Minister's trade mission will be the participation by a number of small and medium-sized enterprises, but both new and experienced exporters will find that the Prime Minister's visit will serve as a catalyst for new sales, new joint ventures, business partnerships and new investments which will generate jobs and growth for both Canadians and Brazilians. I hope to see many of you in the mission, developing new business with the incredibly dynamic Brazil and its neighbours.

Thank you.