

What can be done to help create an efficient market for your companies?

By one estimate, there are approximately 500 barriers to interprovincial trade in Canada. We must bring these barriers down. They are costing Canadians individually -- nearly \$1,000 annually -- and are preventing our industries from achieving the economies of scale they need to take on the world.

I am working with my provincial colleagues on measures to make Canada a single, integrated market by 1995 -- a market that could save Canadians as much as \$6 billion a year.

Trade

And finally, the fifth area where Canada can improve its ability to compete is in opening opportunities for trade.

With 70 per cent of its sales in export markets, your industry is a good example that many firms in Canada should follow.

Despite the proximity to the enormous markets in the U.S. and the Pacific Rim, many Canadian firms find it difficult to establish a presence abroad. Fully two-thirds of Canada's 40,000 manufacturing companies do not export at all.

Successful companies are realizing that simply trade promotion alone is insufficient in today's global economy. They are realizing that long-term success will be built on strategic partnering that embraces not only trade, but investment and technology transfers.

How can more companies in all sectors learn from the experience of these companies?

What can the federal government do to help your companies sell to foreign buyers? How can we provide better market intelligence and cultural awareness about specific markets? How can business make better use of global marketing channels? And is there more that the Government can do?

I'm looking for your advice.

Canada is a great trading nation. But we are going to have to get much better at tapping market opportunities if we expect to stay a great trading nation.

These, then, are five areas in which Canada can improve in order to increase our ability to compete in the global marketplace.