

We have already made considerable efforts to ensure my department's services to exporters have more focus and co-ordination. For example, we have established a unique, fully computerized planning system for trade, investment and tourism marketing which identifies specific market opportunities by sector and region. This system now forms the basis for our consultations with national trade associations, the provinces and other government departments.

I am confident that this system will eliminate uncoordinated trade promotion efforts by the many Canadian interests who are engaged in international marketing.

We have also put the computerized WIN Exports System to work for us, enabling our trade commissioners to access information on more than 22,000 Canadian suppliers almost instantaneously. This system is now in use in our U.S. posts and will be fully operational in our Asia-Pacific offices by September.

We have set up Info Export and increased the circulation of Canada Export to thousands of smaller companies across the country.

We have streamlined the Program for Export Market Development (PEMD) with the help of the private sector, including this Association, and I think we have an improved product as a result.

These are just a few of the efforts we have made to date. And we continue to concentrate a lot of effort -- through greater consultation and better information-sharing -- to put a sharper focus on our international trade program.

I hope, Reg, that I have addressed the important issues that you have raised. I want to thank you for this opportunity to share my views with you tonight. This is the kind of dialogue that is of such practical benefit to both of us. I look forward to increased dialogue of this kind throughout 1988.

Thank you.