

- In 1983, Canada's trade with the Pacific surpassed our trade with Europe. In 1988, Pacific trade increased by 30 percent - to \$17 billion. We expect Canadian exports to the region to grow by at least 50 percent by the year 2000.

- Four of our ten largest markets are in this region.

- B.C. trades with Japan more than it does with the US.

- The four Western provinces account for about 3/4 of all exports to Korea and Japan, and 90 percent of exports to China.

This is our new reality - the new challenge and the new opportunity.

Yet simply describing the future does nothing to assist in turning it to our advantage.

Saying Canadians must think globally is only the first step. We must act globally:

- To be present globally, we must be present locally - around the world.

- To be successful around the world, we must do more than produce the products - we must sell them.

- And to sell them, we must not only know our products - we must know our customer.

Let me describe some of the initiatives we are taking as a Government. These initiatives are based on a fundamental premise: that it is not the Government who will develop the markets. It is business. But Government has a role in giving business the opportunity to exercise its genius and initiative; in opening doors, providing resources and building partnerships.

First, concerning the US, we are following through finally on the FTA, ensuring Canadians are well served in the discussions over subsidy and countervail.

But we will also expand our programs for business:

- Our trade show participation will triple over what it was two years ago to 400 events involving 72 industrial sectors and 10,000 companies - 95 percent of which will be small and medium-sized. We can expect this to lead to \$2 billion in sales, generating 50,000 jobs.