

- . Encouraging science and technology cooperation;
and
- . Promoting Canadian interests through a more vigorous communications program and cultural exchanges.

That's what we must do, and that's what we are going to do.

So that is our basic trade strategy:

- . A three pillar strategy, geared to the North American, European and Asian mega-economies;
- . Utilizing GATT as the door to opportunity in all three mega markets; and
- . Knowing that the Free Trade Agreement is the key to our ability to seize export opportunities.

And if we are competitive in these three mega-economies, we will be competitive anywhere in the world. We are targetting our priorities and resources in the mega economies, our primary markets, but we continue to seek out opportunities around the world for Canadian suppliers. Our efforts in the MTN are directed to market access everywhere.

My point is that the Free Trade Agreement is not the end of our journey -- just the logical step in Canada's efforts to be a global competitor into the next century.

I have discussed these measures and our objectives with my provincial colleagues at a recent federal-provincial meeting. There is a strong consensus on our joint objectives and we have reduced duplication in trade programs as well as increased cooperation on trade policy issues in order to ensure a stronger Canada in the international market place.

Our goal is not just to encourage new exporters to sell in New England, or current exporters to move deeper into the U.S. market. The American market is but a stepping stone to the broader world. And our ultimate goal must be to develop an outward-looking trading culture, where the knowledge and expertise of Canadians matches the importance of international trade to our economy. A country whose perspective is global.

I would now be pleased to respond to your comments and questions on international trade.