

We are also moving in the area of U.S. trade development.

We are planning increased participation in trade fairs and more trade missions.

There are new programs to help Canadian exporters access regional U.S. markets -- like the NEXUS program geared to the Southern United States.

Market studies are being prepared on a sectoral basis; and Seminars are being held to help would-be Canadian exporters learn more about export financing, U.S. procurement opportunities and other key subjects.

But the GATT and the FTA are not our only areas of action. We are also moving forward on the European and Asian fronts.

As you know, the European Community is seeking to complete its internal market by 1992.

Our 1992 strategy can be stated simply:

- We are carrying out detailed analysis of the impact of 1992 through working groups which have already been formed within the Government and through 3 major studies which we have commissioned;
- We plan to continue to use the GATT as the primary forum for Canadian-Community discussions, recognizing that the 1992 internal market reforms will dramatically affect the Community's external trade policies;
- We will promote two-way investment and encourage the development of strategic corporate alliances between Canadian and European firms; and
- We want to help Canadian businesses improve their understanding of distinct European markets.

Because, as we all know, 1992 or no 1992, the Italians are going to remain Italian, the British, British and the French, French, just as Newfoundlanders or Texans will remain a breed apart, free trade or no free trade.

So that is our basic approach to 1992 in Europe. At the same time, we will be endeavouring to build effective trade and investment links to the Pacific Rim.