

Canada is a fair trader, and our market is open and easy to penetrate with fairly priced products.

Fortunately, we believe the current changes in the USSR may be creating the necessary preconditions to change this imbalance. For we can see the day coming when Canadian know how will help Soviet producers understand the needs and challenges of the competitive Canadian market.

Of course, there are also opportunities for Canadian enterprises seeking to serve the domestic Soviet markets.

The USSR is in need of Western technology and management skills. Canada can meet many of these needs. Already Canadian academic institutions and companies are extending management training assistance to Soviet enterprise. The government is prepared to continue to support these efforts.

Opportunities for Canadian exports to the USSR exist along the entire food chain, from upstream grains and livestock to downstream food processing, packaging, storage and distribution.

Canadian capabilities in the energy, forestry and mining sectors are well-suited to Soviet needs. I know that earlier today you have heard first hand of the experiences of some companies in these and other fields.

There are clearly opportunities in both transportation and telecommunications, particularly in the latter case as COCOM barriers are reduced. In March, my officials will conduct a series of seminars designed to inform Canadian high-tech firms about the reduction of COCOM controls and ways of servicing the Soviet market.

Canada has developed promising environmental technologies - air quality monitoring and control, water treatment, effluent control and pollution control retro-fitting which we believe are of interest to the USSR.

Furthermore, let us remember that we share much in common with the USSR. Our two countries lie within the same latitudes, sharing a climate of extremes and a sense of the land - a form of natural kinship, which is enhanced by the many Canadians of Ukrainian, Baltic and other ethnic origin from the USSR. We are liked as a nation and as individuals - a status which can surely be turned to advantage and mutual benefit.