

E U R O P E 1 9 9 2:

A MAJOR CHANGE IN CANADA'S COMPETITIVE LANDSCAPE

I WOULD LIKE IN MY PRESENTATION TO COVER BOTH WHAT EUROPE 92 MEANS TO CANADIAN BUSINESS AS A WHOLE AND THEN MORE SPECIFICALLY, TO CANADIAN EXPORTERS OF FISH PRODUCTS. I THINK IT IS IMPORTANT TO SEE THE BIGGER PICTURE IN ORDER TO SITUATE YOURSELF WITHIN IT.

THE MESSAGE FOR CANADIAN BUSINESS IS THAT EUROPE IS ON THE MOVE AGAIN, IN A BIG WAY. LET ME TRY TO ILLUSTRATE WHERE IT MATTERS TO CANADIAN BUSINESS. (SLIDE ONE) 1992 IS SHORTHAND FOR THE CREATION IN THE EUROPEAN COMMUNITY OF A TRULY SINGLE MARKET, WITHOUT ANY BARRIERS TO THE INTERNAL MOVEMENT OF GOODS, CAPITAL, SERVICES, OR PEOPLE. IT IS BECOMING A SINGLE MARKET IN A SENSE IN WHICH THE CANADA-USA FREE TRADE AREA CANNOT CLAIM TO BE. AS A SINGLE MARKET, IT ENCOMPASSES FAR MORE THAN THE CANADA-USA FTA. SO WE SHOULD THINK OF IT IN TERMS OF ONE MARKET, RATHER THAN A UK MARKET PLUS A GERMAN MARKET PLUS A FRENCH MARKET, ETC., ALTHOUGH OF COURSE NATIONAL AND REGIONAL CHARACTERISTICS WILL REMAIN AND ARE VERY IMPORTANT FROM A MARKETING POINT OF VIEW.