

same objective. And it is important that they should. Individually and collectively, the members of this audience must be aware of the challenges which face manufacturing in Canada and of the influence that you have in assisting industry to meet such challenges.

We are fortunate to be living in a vibrant, growing country, rich in resources and with great growth potential. Those of us in the industrial-development field, therefore, have a responsibility to ensure that our resources are utilized in the best possible manner to ensure that we keep the country economically strong and healthy. It is only in so doing that we can enhance the nation's standard of living and also protect the fundamentals of freedom of enterprise, freedom of competition and all the other economic freedoms we enjoy.

This will not happen automatically. We, as a country, must channel our enthusiasm, initiative, resources and enterprise in the right direction.

All of us have an input to make at some stage of this process. Consequently, each of you (and, I suggest, all those engaged in industrial development) has a responsibility to be well informed about the changing needs of industry, on new government programmes and on new commercial policies. People in industrial development must be able to adapt to new trends in order to exploit changing situations. There is a definite need for all of us to keep abreast of such conditions and to keep up to date on techniques and methodologies which other countries are employing in their industrial-development programmes. There is thus the continuing need to expand the competence of the industrial-development profession. In addition to that, new people must be brought into the profession and must be oriented and trained in such a manner that this important industrial-development function can be carried out at the most professional and ethical level possible.

It could be that this will be one of the vital functions of any new association, and I shall, therefore, be keenly interested in the decisions of these meetings....

S/A