

develop their business interests in Mexico. I should also point out that this is a pilot project, which, if successful, could be replicated in other key markets.

I would like to invite you personally to visit the Business Centre and see for yourself how this new facility can make a difference for you in Mexico.

We all know how important international trade is to this country. Canada ranks 37th in population, but 8th in the world as a trading power. However, our export base remains too narrow. More companies should and could engage in international markets, do it more aggressively and with yet more success. Small- and medium-sized enterprises, in particular, must adopt a determined trading mentality and a strong outward orientation.

With this in mind, our government undertook to conduct a thorough review of the Trade Commissioner Service and implement necessary changes to ensure that we are giving businesses the support they need, that we are being as effective as possible in helping them abroad, and that we are using our limited resources in the best way possible.

To that end, I look forward to receiving your recommendations today, as well as the recommendations of the Parliamentary Committee on Foreign Policy Review, which is expected to table its report in approximately one month.

Over the summer, I also asked "Red" Wilson, a former Trade Commissioner and currently Chairman of Bell Canada Enterprises, to put together a group of business people and undertake what we have called the International Business Development Review (IBDR). I asked them to examine whether the government's international business development approach meets business needs, and how it might be changed to reflect current world market conditions. I also asked them to suggest how we could deliver programs and services more efficiently and effectively, keeping in mind budgetary constraints.

The IBDR Committee has now completed its work, and submitted its report to me last Friday. I had thought that this conference would be the most appropriate venue to release this report, and I am therefore pleased to make copies available for those who are interested.

Although I shall have to examine the report in greater detail, consider some of its implications and consult with Cabinet colleagues, I was most interested in the general direction of the recommendations.