

The first initiative, called the "European Challenge", involves the collection and dissemination of information. Its purpose is the study and explain the post-1992 market to Canadians - to translate information into knowledge.

To do this, our Department is sponsoring a series of studies on the single European market. Part one, entitled **Effects on Europe**, was released in April, and is being updated to reflect subsequent developments. Part 2 consists of 12 industry-sector reports to assess the effects on Canadian Trade, Investment and Technology Development. Four studies are now available including the forest products report being released today. Others will follow shortly.

We have also set up both public and private sector working groups to assist us in assessing the changes in Europe. Within the private sector, the ITAC - the International Trade Advisory Committee - has set up a task force on Europe 1992 led by David Culver, the former head of Alcan. And within the public sector, interdepartmental working groups are analyzing the effects EC legislation will have on specific industrial sectors - findings which are also providing useful data for our GATT negotiators. Some of these technical reports are also available today, involving agriculture, telecommunications, defence and metals and minerals, with others in their final stages.

All these reports will eventually be available on an on-line computer information service tailored for Canadian users. This information will be accessible through our Department and the International Trade Centers across the country.

Today's Conference is also part of this process of information dissemination. It is the third in a series of conferences that we are co-sponsoring with provincial governments. Future events will be held in Alberta in late March, and later in the Atlantic region.

So that is the first initiative - the "European Challenge". We believe it is vital that you keep informed of the changes, so that we can intervene appropriately to minimize obstructions or maximize the opportunities in change.

The second program, our "European Trade Policy Strategy", relates to how we ensure our voice is heard at the Central EC-Level and in key European Capitals. For we are determined to protect Canadian interests in the Community as Europe prepares for 1992 and beyond.

These consultations with the Community fall under the umbrella of the unique Canada-E.C. framework agreement. In June, Canadian interests and concerns were subjects of discussion when Secretary for External Affairs Joe Clark and I met with President Delors and Commissioners at a Joint Cooperation Committee Session in Brussels. And we are looking forward to the coming visit