

- Expansion of marketing training and education programs such as the Centres for International Business Studies Program. We are considering adding new centres to the program and introducing new elements such as a program designed to prepare small- to medium-sized businesses for international marketing and to assist such businesses to hire people who have international marketing expertise and training; and

- Assignment of trade officers in regional offices across the country with a specific mandate to provide information, advice and assistance to entrepreneurs concerning the U.S. market.

Developing and implementing such services are always a challenge. They certainly cannot be done overnight. The important point is that we recognize the need to improve our export programs and services.

In that sense, we are not only 100 per cent behind you, we are 100 per cent with you, in Canada and through our posts abroad.

Some people have said that the Canada-U.S. Free Trade Agreement is not just a trade agreement--that it goes beyond trade.

They are right.

As the Prime Minister said, the free trade initiative is:

"A declaration of confidence in ourselves. Confidence in our ability to compete with the best in the world."

In fact, all of the economic policies which we have introduced since 1984 are a declaration of confidence in ourselves.

That confidence is crucial to our destiny.

Why? Because in today's competitive global economy there is just no room for the timid.

Thank you.