

Latin America including our initiative in joining the OAS have all occurred since I last met with this Committee. Our activities in Eastern Europe, in Mexico as well as our MTN discussions have taken place in harmony with our priorities outlined in the Three-Pillars Strategy of Going Global. We are seizing the opportunities in the U.S. marketplace, securing our access to the markets of the new Europe and enhancing our success in the Pacific.

Last year I spoke in some detail on our Going Global Program and I have already mentioned several aspects of our trade program in the U.S.

In the Pacific we are pursuing strategies for key sectors such as beef in Japan. We are looking to the future and have created a language and awareness fund to ensure that business understands the cultures and languages of the region. Last week, my colleague Joe Clark announced a grant of \$10M to the Asia-Pacific Foundation in order to assist in the development of courses at the secondary school and university level and to assist employees of small and medium-sized firms to attend such courses.

Our efforts in Europe include analyzing and informing business of the changes to take place due to the economic and political integration of Europe 92. In addition to major conferences which I attended in Toronto, Montreal and Vancouver, we are holding sector specific seminars and workshops across Canada. On June 6th, the first in a number of workshops scheduled for Atlantic Canada was held in Halifax.

International trade is the cornerstone of Canada's economy and while overall export growth has been significant, a decline in our market share in the three mega markets suggests an erosion in relative competitive advantage. Canada's ability to reverse this trend depends upon how well Canadian firms assess new business environments, respond to the challenges of rapid technological innovation, and make effective use of strategic alliances with foreign partners.

Our global concept is a necessity if we are to succeed as a nation during the rapid globalization of world markets and economies. The integration of trade, technology and investment priorities and programs is key to our survival in the future.