

The key is industry leadership. Already, a number of groups have come forward:

- earlier, I mentioned the APMA's Japan Committee and the Asia-Pacific Partnership Committee in Tourism;
- the Agricultural SAGIT or Sectoral Advisory Committee on International Trade includes TOS -- a Trade Opportunities Strategy Sub-Committee. Its members are observers at this conference. They will meet here Tuesday afternoon and Wednesday morning. Those members not currently doing business with Japan have a golden opportunity to witness its great potential;
- an informal group of companies and sector associations has come together in the fisheries sector; and
- the Canadian Telecommunications Advisory Council will play host to representatives from Japan's telecommunications industry for a series of technical seminars next fall in Canada.

Many of these groups already include participation by CJBC members. We value this participation and seek your assistance in publicizing these efforts within your own industries.

Note that this is not a "government" Action Plan for Japan.

Our success depends on developing and implementing a Canadian Action Plan in which all the players pull together, reinforcing one another's efforts.

The Canadian delegates to this Conference will need to play leading roles. We are well on our way. But we still have much to accomplish. We look to our Japanese partners to help us supply you with what you want.

Beyond any doubt, this Action Plan is needed. The market demands it. We must position ourselves in the growth sectors of Japan's imports. The urgency of doing so was captured for us in the Canada-Japan Forum 2000 report.

The Government's Prosperity Initiative this past year stimulated country-wide debate on how to manage global change and use external challenges and opportunities to advantage. During nationwide consultations in more than 80 communities, Canadians told us repeatedly that we must look outwards to world markets.

The Private-Sector Steering Group's first report called on us to develop a collaborative international strategy and to consolidate federal-provincial trade development activities. The Action Plan does this. It seeks leadership from you, the private sector. It offers support from both federal and provincial governments.