

In the Pacific there are also formidable challenges at hand. Language is one of them. At some point in time, the Japanese, as the rising giant of much of the global economy, will start to expect those with whom they deal to respect more fully their culture and customs, to understand their language and to adapt to them rather than them adjusting to us.

We may not like this prospect. It's not a comforting reality. That it is inevitable. It is also natural. For decades, the United States has functioned successfully in the world economy using the English language.

It has done so, however, because it has been dominant, not because others preferred its habits.

As the trading system becomes less dominated by the United States, the challenge for Canada become more serious. As an illustration, Canada has 1,200 full-time students of Japanese. Australia, with half the population, has over 15,000. Canada clearly has a job to do.

Paradoxically, as the world market becomes more integrated, the market edge will lie with those who can accommodate to differences rather than commonalities. This is particularly clear when one realizes that so much of future trade will be in the service and information system sectors. Here, we are selling more than just widgets. We are selling the capacity to communicate clearly, quickly and efficiently.

Let's look at the Pacific region for a moment. The facts speak clearly and compellingly:

- Since 1970, Asia's share of global output has doubled.
- By the year 2000 the GNP per capita of Japan will exceed Europe's.
- Japan has become the world's banker. The top 21 financial institutions are Japanese. Japan, together with Korea, Taiwan and Hong Kong, have \$250 billion in currency reserves.
- By the end of the century, the Pacific will contain 60 percent of humanity, 50 percent of global production and 40 percent of global consumption.
- The trade between North America and the Pacific was \$20 billion in 1970. Now it is \$275 billion. It could rise to \$1 trillion by the year 2000. Investment will grow exponentially.