

What we must really do is develop an export state-of-mind. If we can train ourselves always to think exports -- and that's probably a matter of habit as much as anything -- we will certainly improve our trading performance. If we can get to the point where we are automatically attuned to export potential in considering every business venture, we will improve our sales both inside and outside the country. That's the philosophy of our competition abroad, and it must be ours as well.

It is in this spirit that I'm approaching Export Trade Month. My colleagues in both the federal and provincial governments will be talking to business groups across the country. There will be seminars and workshops, trade shows, incoming and outgoing missions, service club luncheons with export themes and so on. All are attempts to spread the export gospel. All are intended to foster development of the export state-of-mind.

It would be stating the obvious to say that, to a business, exports mean profits. To the country as a whole, however, exports mean a great deal more. Exports mean jobs.

It is for this reason that the Government of Canada last week took the decision to explore the possibility of opening bilateral trade negotiations with our good neighbours across the bridge, the Americans.

We all know that the United States is our single most important market, and by far. But I wonder if we all realize just how important the American market is to us.

Let me try to give you some idea.

Last year, we sold \$83 billion worth of goods to the United States. That works out to more than 33 hundred dollars for every man, woman and child in Canada. It is one-quarter of our national income.

To put it another way, the jobs of more than two million Canadians, from coast to coast and in all provinces and regions of the country, are directly dependent on our sales to the United States.

Over the years, our trade with the United States has been steadily growing, to the point that our two countries now