

BUT GOING GLOBAL AND DEVELOPING A GLOBAL MINDSET IS SURELY ALSO AN IN-HOUSE CHALLENGE WITHIN YOUR COMPANIES. IT IS A SOMETHING NEITHER GOVERNMENT NOR INDUSTRY CAN DO ALONE.

THAT IS PERHAPS THE GREATEST CHALLENGE WE FACE -- THE CHALLENGE OF DEVELOPING AN OUTWARD-LOOKING TRADING CULTURE, WHERE THE KNOWLEDGE AND EXPERTISE OF CANADIANS MATCHES THE IMPORTANCE OF INTERNATIONAL TRADE TO OUR ECONOMY. THE CHALLENGE OF TRAINING A GENERATION OF MEN AND WOMEN WITH BOTH THE CONFIDENCE AND COMPETENCE TO FUNCTION SUCCESSFULLY IN COMPLEX, FOREIGN ENVIRONMENTS. THE CHALLENGE OF MAKING EVERY CANADIAN LESS PAROCHIAL, LESS COMPLACENT AND MORE AWARE OF OUR PLACE IN THE WORLD. THE CHALLENGE OF NOT JUST PRODUCING A QUALITY PRODUCT, BUT MARKETING AND SELLING IT TO THE WORLD.

AND TONIGHT, WE ARE HERE TO HONOUR SOME OF YOUR COLLEAGUES WHO HAVE ALREADY MADE THE TRANSFORMATION TO WORLD TRADER. WE WILL BE HONOURING THE LATEST WINNERS OF OUR ANNUAL EXPORT AWARDS -- COMPANIES THAT ARE SETTING AN EXAMPLE OF EXCELLENCE TOWARDS WHICH