

WHAT I SUGGEST THIS MEANS FOR CANADIAN EXPORTERS IS THAT, NOTWITHSTANDING THE PROBLEMS, THE OPPORTUNITIES TO TAP THE HIGH GROWTH MARKETS OF AFRICA AND THE OTHER PARTS OF THE DEVELOPING WORLD ARE THERE, AND WE MUST BE WILLING TO SEIZE THEM. WE HAVE TO ACCEPT OF COURSE THE FACT OF PRETTY TOUGH HEAD-TO-HEAD COMPETITION WITH THE EUROPEANS, THE AMERICANS AND THE JAPANESE IN THESE DEVELOPING MARKETS. BUT WE SHOULD ALSO RECOGNIZE THAT CANADIAN EXPORTERS HAVE MANY ADVANTAGES IN THESE NEW MARKETS, AND THAT OUR ECONOMIC RECOVERY IS AS I POINTED OUT, IN A SIGNIFICANT PART DEPENDANT ON OUR ABILITY TO CAPITALIZE ON THESE ADVANTAGES.

WE HAVE TECHNICAL EXPERTISE IN AREAS WHICH ARE OF PARTICULAR INTEREST TO AFRICAN COUNTRIES - SUCH AS COMMUNICATIONS, TRANSPORTATION, AGRICULTURE, FORESTRY AND MINING. WE HAVE THE ADVANTAGE OF DEALING IN BOTH OF AFRICA'S MAJOR TRADING LANGUAGES, ENGLISH AND FRENCH. WE HAVE THE ADVANTAGE OF POLITICAL ACCEPTABILITY TO AFRICAN NATIONS, BOTH BECAUSE WE HAVE NO HISTORY AS A COLONIAL NATION AND BECAUSE OF THE STRENGTH OF OUR SUPPORT OF INTERNATIONAL DEVELOPMENT AND THE NORTH-SOUTH DIALOGUE.

I'VE BEEN FOR THREE YEARS THE CHAIRMAN OF BRITISH COMMONWEALTH PARLIAMENTARY ASSOCIATION AND DURING THOSE YARS I NEVER CEASED TO BE AMAZED ABOUT THE GOOD-WILL THAT CANADA RECEIVED IN ALL PARTS OF THE DEVELOPING WORLD. I OFTEN THINK THAT WE RECEIVED BETTER RESPECT THAN WE DESERVED, AND IT'S A VERY IMPORTANT DOOR-OPENER FOR CANADIAN BUSINESSMEN IN THE DEVELOPMENT OF TRADE IN THOSE COUNTRIES.