

NAME FOR A PURPOSE TO RECOGNIZE THE CENTRAL ROLE WHICH INTERNATIONAL ECONOMIC RELATIONS MUST PLAY IN OUR FOREIGN POLICIES FOR THE 1990S. TO MAKE SURE YOU KNOW THAT WE ARE YOUR DEPARTMENT IN OTTAWA; AND TO REAFFIRM THAT OUR ROLE IS HELPING CANADIAN EXPORTERS SUCCEED.

IN ORDER TO HELP YOU WIN FOREIGN SALES IN THE YEARS AHEAD, WE INTEND TO IMPLEMENT A THREE PILLAR TRADE STRATEGY, WITH THE OBJECTIVE OF HELPING CANADIAN ENTERPRISES GO GLOBAL. GOING GLOBAL, SO THAT CANADIAN FIRMS, LIKE BEOTHUK FISHERIES, CAN SELL THEIR PRODUCTS NOT ONLY IN TORONTO OR BOSTON BUT LONDON AND HONG KONG.

OUR TRADE STRATEGY RECOGNIZES THAT THE WORLD HAS EVOLVED INTO WHAT MANY HAVE CALLED THE GLOBAL TRIAD - THE THREE HUGE MARKETS OF NORTH AMERICA, THE EUROPEAN COMMUNITY AND ASIA-PACIFIC.

IN SUCH A TRIPOLAR WORLD, THE GENERAL AGREEMENT ON TARIFFS AND TRADE - THE GATT - TAKES ON CRITICAL IMPORTANCE FOR SMALLER