

While governments play the lead role in these negotiations and consultations, it is very much in all of our interests that the views of Canadian business be clearly reflected. The playing field that is being created now is the one on which you are going to have to compete in the 1990s.

In conjunction with this effort in the international organizations, the government has as a priority the seeking out and exploitation of new market opportunities emerging around the world.

Earlier this month, in Singapore, Prime Minister Mulroney unveiled the government's "Going Global" strategy to make Canada more competitive - and to give business the tools it needs to succeed in our major markets - the United States, Asia-Pacific and Europe.

"Going Global" is a \$94 million package designed to support industry through trade promotion; expanding and re-orienting s and t efforts to gain industrial benefits; investment initiatives which foster technology transfer and strategic corporate alliances; and through language and cultural awareness programmes.

The central thrust of the three pillars of our approach is a USA opportunities strategy to exploit the possibilities opened up by the Free Trade Agreement.

A Pacific element is designed to ensure that Canada benefits from the rapid economic and technological growth that characterizes the Asia Pacific region.

A strategy for Europe 1992 will prepare for and position Canada to take advantage of the integration of the European market in terms of trade, investment and technology.

I am impressed by the increasing aggressiveness of Canadian exporters in these and other markets. This is reflected in the very substantial participation by Canadian firms in trade missions I have led in recent months. Some of you here tonight have been with me - to Boston exploring new opportunities resulting from the FTA; to Germany and Italy last year; to Hong Kong and Korea this fall, and recently to Spain and France. In Spain we discovered major new vistas of opportunity. New markets are there for those interested in pursuing them.

On all of these missions I have also been promoting our open investment policy, encouraging Asian and European entrepreneurs in particular to open businesses in Canada, generating economic activity and creating jobs where they are needed.

While the "Going Global" strategy focusses on the three pillars, we have not neglected developments elsewhere.