

**Long shopping list**

Canadians who have sometimes chafed at being hewers of wood and drawers of water may instead become the people who supply others with new axes and buckets. Canadian expertise in forestry, mining, transportation and communications will be more and more in demand around the Pacific Rim. Energy-saving hog-fuel boilers, hydraulic mining techniques, short-take-off-and-landing (STOL) aircraft, and our world-leading videotext technology are just a few of the items that developing Asian nations can put on their Canadian shopping list. And we can add to that list a wealth of other possibilities in hydro-electric power systems, offshore drilling equipment, computer hardware, and a great deal more.

In return, Canada can offer much to our Pacific Rim neighbours. In addition to reliable supplies of raw and processed materials, we offer Japan opportunities for joint ventures in the development of our resources. We offer a growing market for consumer goods, from digital watches and pocket calculators to the thousands of Datsuns, Hondas and Toyotas rolling onto our city streets.

To the newly-industrialized nations, we offer investment and markets for leather and textiles, wood and steel products, appliances and toys. We offer engineering and project management skills to help those economies make the change from rice paddies to refrigerator plants, from ox-cart tracks to open highways.

And to resource-rich developing nations, we offer financing and investment, know-how and expertise, training and joint ventures. And I might as well add the stimulus of keen competition in our established export markets.

Competition will be keen, and Canada will have to increase the effort if we are to win our share of the Pacific's opportunities. Our traditional resource markets, as well as the promising prospects of technology sales in the developing Asian economies, will be available to Canadian business if we fight for them. Our first step — and I believe this was well driven home at last year's Vancouver conference — will be to get out there across the Pacific and make ourselves known. Canada must establish a business presence in Asia. We must have more Canadian companies opening offices in Hong Kong, in Bangkok, Singapore, Tokyo and Manila. Just because the Pacific Ocean comes conveniently to our doorsteps, we cannot expect the Pacific nations to automatically follow.

**More Canadian involvement needed**

How many of our manufacturers have representatives in Korea or Indonesia? How much direct contact has there been between Canadian technology firms and potential Asian customers? How many Canadian engineering firms are well-known names around the Pacific Rim? The answer, unfortunately, has too often been: none, or at best, a few. From now on, the answer to the question: "how many Canadians"? is simply "not enough"; and it will be not enough until Canadian business people take a lead from the Canadian banking community and get out across the Pacific to where our future is waiting.

As I mentioned earlier, Canada's banks, already well established around the Pacific Rim, can be a major stepping stone for bringing Canadian business into closer touch with their Asian counterparts. Canadian banks are also well placed to assist both

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