

INDUSTRIAL MATERIALS, AUTOMOTIVE PARTS TECHNOLOGY, AND MANUFACTURING TECHNOLOGY.

WE ARE SPENDING MORE MONEY ON MARKET AWARENESS. THE GOVERNMENT WILL COMMIT MORE THAN \$1 MILLION TO SHARING COSTS OF MARKETING EFFORTS BY CANADIAN BUSINESS IN DEVELOPING OR INCREASING THEIR EXPORTS IN THE MARKETS OF ASIA AND THE PACIFIC. WE ARE PARTICULARLY INTERESTED IN HELPING DEEPEN THE AWARENESS IN CHINA OF CANADA AS A TRADING PARTNER.

WE ARE STEPPING UP EXPORT MISSIONS. DURING THE PAST YEAR, SEVERAL CANADIAN MINISTERS HAVE BEEN PROMOTING TRADE IN ASIAN CAPITALS. NEXT YEAR, THE PRIME MINISTER WILL CARRY CANADA'S TRADING MESSAGE PERSONALLY TO THE FAR EAST. NEXT WEEK, JIM KELLEHER, THE MINISTER FOR INTERNATIONAL TRADE, WILL LEAD A MAJOR EXPORT MISSION TO NEW ZEALAND AND AUSTRALIA. EXPORTERS AND ENTREPRENEURS ARE COMING WITH ME TO INDIA AND PAKISTAN IN DECEMBER.

FINALLY, WE ARE TAKING EVERY OPPORTUNITY TO INCREASE GENERAL ECONOMIC CO-OPERATION BETWEEN CANADA AND THE PACIFIC RIM. ONE EXAMPLE IS THE NEW ROUND OF MULTILATERAL TRADE NEGOTIATIONS, WHICH WILL SET THE NEW SHAPE OF WORLD TRADE. BEFORE THE NEGOTIATIONS BEGIN, I WANT TO IDENTIFY