

States alone account for 20 per cent of its income, and it is also shipping to Asian markets.

Phoenix Biomedical Products Inc. of Mississauga employs 45 people. Its business is laboratory equipment. It has designed a better Petri dish and it is selling it to a world market. Exports to Europe, Asia, the Middle East and Latin America account for a large share of sales.

I could go on -- one of the great aspects of this job is that I get to hear about the successes that don't often make it to the news. There are two common lessons to be learned from all these companies. Size is not an obstacle. And innovation moves mountains.

Penetration of international markets is something that companies have to do for themselves. But there are things government can do to help -- supplying the global market intelligence networks needed to find opportunities and exploit them, for example.

And as they explore these new markets, Canadian businesses should be examining the merits of strategic alliances, which are so much a feature of world trade today. They should be thinking about co-operation as well as competition. They should consider which mode makes sense in a given situation.

They should also be picking their targets carefully. The old military principle of concentration of effort applies here. Small economies with relatively smaller firms can't be everywhere on the map.

We must make the most of improved access to markets. In particular we must take full advantage of opportunities to benefit from technology transfers and associated investment flows. This is the key to improving value-added trade here in our own market.

Finally, we must give free trade a home in Canada. And I mean that in two ways. First, let us, as a country, embrace free trade rather than shrink from it. Let us see it for what it is: an opportunity, not a threat. The countries and companies that have done so are the winners today.

Second, let us move forward with the overdue work of bringing free trade to our own Confederation; the barriers between Canadian provinces still stand. They cost us plenty -- \$6 billion a year, according to the Canadian Manufacturers' Association. The federal and provincial governments have agreed to tear down the walls by 1995. It is vitally important that we do so, for as long as we keep these anachronisms in place, we are thwarting ourselves in a race that is tough enough without self-inflicted wounds.