

Now, like other countries, we have much at stake in the Uruguay Round.

Success of the Round would mean further cuts in tariffs and a broadening of the GATT rules to cover agriculture, services and intellectual property.

Failure would, at a minimum, leave the world trading system deadlocked over vital issues; at worst, it would foster a virulent new strain of protectionism and reverse the global momentum toward economic liberalization.

I believe that major progress has been made in the GATT negotiations since last spring. Canada has made a significant contribution to global trade liberalization through our role in negotiating the FTA and the NAFTA. In the months to come, we will continue doing our share as we strive to bring about a successful Round, one that will make global trade liberalization a reality.

#### **Trade Development: Matching Policies With Performance**

There is a fundamental reason why we are working so hard to see the Round succeed and why we negotiated the trade agreements. Our core belief is that trade in an era of globalization is not a zero-sum game, and trade liberalization creates opportunities for all.

Of course, trade development is the name of the game when it comes to turning those opportunities into export sales for Canadian companies.

True, it requires resources to develop trade, investment and strategic alliances for Canadians. But the investment is a sound one. In fact, every government dollar spent on business development by International Trade Canada returns over a hundred dollars in contracts for the private sector. Every billion dollars of exports means 15,000 new jobs for Canadians.

How can we make that investment pay off for your company?

ExportVision is all about providing detailed answers to that question. I invite you to attend today's and tomorrow's seminars on the basics of exporting, or the in-depth discussions of the opportunities that exist throughout the world.

It has been my experience in travelling the world on behalf of Canada's exporters that we have what it takes to take advantage of those opportunities.