

- A THREE PILLAR STRATEGY GEARED TO THE U.S., EUROPE AND ASIA.
  
- WITH THE GATT AS THE DOOR TO OPPORTUNITY IN GLOBAL MARKETS; AND
  
- THE FTA AS THE KEY TO OUR ABILITY TO SEIZE THOSE OPPORTUNITIES.

AND IF WE ARE COMPETITIVE IN EUROPE, THE U.S. OR ASIA, WE WILL BE COMPETITIVE ANYWHERE IN THE WORLD - WHETHER IN BRAZIL OR IN EASTERN EUROPE.

SO FAR, I'VE BEEN TALKING ABOUT STRENGTHENING OUR ABILITY TO COMPETE AND CREATING OPPORTUNITIES. BUT ABILITY AND OPPORTUNITY ALONE ARE NOT GOOD ENOUGH. THEY WILL MEAN LITTLE WITHOUT THE WILL TO USE OUR ABILITIES TO SEIZE OPPORTUNITIES.

THAT IS PERHAPS THE GREATEST CHALLENGE WE FACE AS A NATION - THE CHALLENGE OF DEVELOPING AN OUTWARD-LOOKING TRADING