

Canadian businesses gain new intellectual property protection in the NAFTA, consistent with international rules developed in the Uruguay Round of multilateral trade negotiations. As the Canadian economy moves into higher value-added, knowledge-based growth areas, this protection for copyrights, patents, trademarks, and trade secrets will protect our ability to expand into the NAFTA area. This in turn will make us a more competitive and attractive place to do business and create higher paying jobs.

The government procurement provisions of the NAFTA significantly expand the coverage contained in the FTA. The NAFTA adds over \$50 billion in covered procurement to what was already open to competitive bidding under the GATT and the FTA. Canadian businesses will have the opportunity to bid on contracts from such major buyers as the U.S. Corps of Engineers and the Mexican PEMEX corporation, which together buy over \$15 billion in goods and services each year.

These NAFTA achievements represent new opportunities opened to Canadians in the United States as well as Mexico. These achievements are improvements on the significant accomplishments of the Canada-United States FTA. These achievements provide an even more solid foundation for our exports to markets beyond—in Europe, and in the Asia-Pacific region.

#### **The new horizon**

I have spoken about the improved rules in the NAFTA. We must not lose sight of the importance of the NAFTA for Canadian companies that are looking beyond the United States, toward Mexico and elsewhere. The NAFTA opens up a new and dynamic market. Many Canadian businesses are already gearing up for the new opportunities in Mexico due to the NAFTA. Let me give you some examples.

Telecommunications firms see tremendous opportunities in Mexico. There are only 10 million telephone lines in Mexico for a population of 82 million—and over \$10 billion may be spent on telephone equipment in the next five years alone.

Mexico plans to spend tens of billions of dollars, both through its private and public sectors, on developing its infrastructure in the 1990s. With our expertise in infrastructure projects in construction and in engineering, Canada is well-poised to be a key player in this market.

Services are an area of comparative advantage for Canada and one in which Mexican demand will rapidly increase in the coming years. Canadian financial service sector companies are world-class competitors, and see significant opportunities in Mexico. Mexico is strongly committed to improving its environment, and this will create a major market for the Canada's dynamic pollution abatement and environmental technology sector.