

The program has been, and continues to be, responsive to the needs of canadian exporters. However, it can only remain so if it changes with the times. Much of this evolution can only take place at the instigation of, and in the direction set by, industry and business. Indeed, we have received some signals which tell us that the exporting community thinks PEMD is due for adjustment.

One of the adjustments being considered is an increase in the number of market identification trips which a company will be able to make to a particular market area with PEMD assistance each year.

This would be significant from two points of view. First, it would allow firms to follow their initial market identification trip with another, to establish representation and confirm or amend their initial findings. Second, it would give firms more flexibility in planning their export marketing activities and more time "on site" to execute them.

We have become increasingly aware of the connection between design and manufacturing technology, and success in export markets. PEMD has a provision to support industrial cooperation that assists in the sale of Canadian expertise and technology. Unfortunately, it has not been used to assist canadian firms in identifying foreign-sourced technology which could be exploited to strengthen our competitive position. It is my intention to examine this area carefully. Perhaps we can use PEMD to greater advantage in this connection, as a means of enhancing canadian productivity and export competitiveness.

Regardless of how we proceed, I can assure you that you that this government is listening to the business community. Those actions which the business community may reasonably require of government will be taken. More broadly, we are determined to enhance and improve the capacity of business to put Canadians back to work, for this is what will restore our economic balance and well-being.

As the Prime Minister recently said "the first task of the new Government is economic renewal - to expand trade, to attract new investment and to seek out new markets. By establishing a climate for vigorous economic growth, we wish to create the new jobs our people need and deserve."

Today, I want to talk about a key element in our plan for economic growth - the vital link between technology and trade.

When one talks of technology these days, the average person usually thinks of producing computers, satellites and the like.