

What we are trying to do is create a hands-on, sleeves-up program geared to your needs, with sufficient follow up to ensure that every dollar invested will pay dividends to our economy.

We're going to work with industry associations to leverage our investment and to broaden our client base -- you.

In short, our objective is to ensure that you are well positioned and well supported to maximize the opportunities which are there for the making and the taking.

This trade fair -- Interaction 89 -- is a good start. The degree of cooperation and commonality between Eastern Canada and the New England states -- so evident when the Governors and Premiers meet -- bodes well for the future. So I invite all of you to continue your dialogue with government -- to make inquiries about how we can help you -- so we can work together -- the federal government, the provincial government and the private sector -- to make the Free Trade Agreement work for Atlantic Canada.

And when we do, we will then be able to move beyond North America to the mega-markets of Europe and Asia.

As you know, the European Community is seeking to complete its internal market by 1992.

Our 1992 strategy can be stated simply:

- ° We are carrying out detailed analysis of the impact of 1992 through working groups which have already been formed within the Government and through 3 major studies which we have commissioned.
- ° We plan to continue to use the GATT as the primary forum for Canadian-Community discussions, recognizing that the 1992 internal market reforms will dramatically affect the Community's external trade policies;
- ° We will promote two-way investment and encourage the development of strategic corporate alliances between Canadian and European firms; and
- ° We want to help Canadian businesses improve their understanding of Distinct European markets.