

A fourth initiative will be an expansion of our highly successful NEBS program -- new exporters to border states -- where we walk a group of 20 to 25 small companies through the entire process of exporting, thereby taking the mystery out of the process. Our aim for this year is 55 missions with some 2,000 participants.

And fifth, we intend to increase the penetration of Canadian exports into all parts of the U.S.A. -- not just the adjacent border state markets. One new program is called 'New Exporters to the U.S. South' -- or NEXUS -- and we believe our export drive will be made easier by our expansion of trade offices in the Southern United States.

In fact, by next year we will have 27 trade offices across the United States.

Those are just five of the many initiatives we are taking to seize the opportunities in free trade; trade initiatives that will entail a \$20 million dollar investment this year alone; and which will involve the promotion of both goods and services, investment and tourism. This action plan will allow Canadian exporters to participate in some 400 events in 72 industrial sectors; initiatives which we expect will generate some \$1.5 billion worth of additional sales this fiscal year -- \$150 in export revenue for every tax dollar invested -- a pretty good rate of return, to say the least.

What we are trying to do is create a hands-on, sleeves-up program geared to exporters 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.

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

However, the FTA should allow us to move beyond North America to the mega-markets of Europe and Asia.

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

Our 1992 strategy can be stated simply:

- . We are carrying out detailed analysis of the impact of 1992 through industry sector working groups which have already been formed within the government and through 3 major studies which