

The government needs to know - with very little delay - that what we are doing is accurately geared to international business development. Especially, we need to know that we are properly tracking change in international supply and demand, and in our own domestic export supply capabilities which might be exportable.

We need also to be very alert to developments in our major market, the United States. For example, right from the start of any moves toward protection in the States, we must bring to bear a careful and cogent presentation of our own Canadian interest, and of the American's own interest in unobstructed two-way trade. As we have seen recently in the case of steel, there is a lot that can be done through a concerted effort by Canadian business, labour and government, acting together to influence opinion in the United States. The effect we can have jointly is far greater than the sum of the effects we can achieve separately. We should continue, along those lines, to mount a civil but forceful campaign in the United States to seek their appreciation of the vital interest we both have in keeping continental trade channels open.

We must work, as well, to preserve and enhance your access to your other most important markets.

That means keeping up the pressure in the GATT to roll back protectionism and keep the system open. It means sitting down with the United States to look at sectoral trade and other initiatives. It means invigorating traditional markets in Europe and growing markets in Japan, the Far East and the Middle East. I want there to be good communication between us in the Federal Government and you in the private sector as we proceed.

Trade is a two-way street. We cannot expect to export to others if we will not buy what they have to sell. We cannot try to knock down the barriers to your products abroad if we are erecting the same obstacles at home. As exporters you can help us help you. You can help us to help you to keep the trade channels open.

Canada is a country of immense potential and some rather serious problems. We have a deficit, that is larger than Canadians were led to believe. We have allowed a pattern of conflict to scar relations between federal and provincial governments, and there is a legacy of suspicion between the federal government and both organized labour and business. The problems of attitudes are relatively easy to change. The deficit is more difficult, and so are some of the structural problems, at home and abroad. But those problems have to be seen in the context of the natural strength of Canada. We are an immensely rich country, with creative, skilled and energetic people, and