

TOGETHER, THIS YEAR'S COMMITTEE HAS PUT TOGETHER A COMPLETE ITINERARY OF ACTIVITIES THROUGHOUT OCTOBER, OUR EXPORT MONTH - ACTIVITIES WHICH I BELIEVE WILL HELP THE PEOPLE OF NEWFOUNDLAND AND LABRADOR APPRECIATE THE BENEFITS ARISING FROM INTERNATIONAL TRADE.

AND LET US NEVER UNDERESTIMATE JUST HOW LARGE THOSE BENEFITS ARE FOR OUR PROVINCE AND COUNTRY. FOR WITH SUCH SMALL POPULATIONS IN NEWFOUNDLAND AND CANADA, IT IS ONLY BY SELLING ABROAD OUR FISH, WOOD AND MINERAL PRODUCTS THAT WE HAVE SURVIVED, LET ALONE PROSPERED. IN FACT, WE EXPORT OVER 20% OF EVERYTHING PRODUCED IN ATLANTIC CANADA AND NEWFOUNDLAND, WITH OVER 30,000 JOBS HERE IN THE PROVINCE DEPENDENT ON TRADE.

TODAY, I WANT TO DISCUSS HOW WE HOPE TO MAXIMIZE TRADE BENEFITS FOR NEWFOUNDLAND AND CANADA IN THE YEARS AHEAD; HOW THE DEPARTMENT OF EXTERNAL AFFAIRS AND INTERNATIONAL TRADE PLANS TO HELP YOU MEET FUTURE CHALLENGES.

NOTE THE NAME: EXTERNAL AFFAIRS AND INTERNATIONAL TRADE. IT IS A NEW CORPORATE IDENTITY FOR MY OFFICIALS. AND WE ADOPTED THIS