

positive purpose...to get all of us to think more about exports. I think we tend to forget that exports were the commercial foundation of this country, from the earliest days of the fur and lumber trade. Exports literally built this country, and in plain fact, nothing has changed. Our theme and slogan during the month is "Exports Build Canada." It's a good slogan, short, snappy...and true.

I do want to talk about how all of this applies to the Pacific Rim, but first, I want to make just a couple of points about Canadian trade policy.

In a nutshell, trade relationships have to be fair and open, but well-managed. In this context, fair and open means there is a balance in the relationship. Canada has never been, in modern times at least, a strongly protectionist country. We couldn't be, given our continuing requirement for imported goods. So we've traditionally given other countries open and need for market access to our domestic marketplace. And we ask no more than that they do the same.

Always, of course, there will be specific situations where domestic producers require some degree of protection. The General Agreement on Tariffs and Trade...make provision for such protection where it's obviously required.

"Well-managed" means trading relationships have to operate by clearly-defined rules. Without them, trade quickly becomes chaotic, and the benefits of trade are lost in wrangling, judicial and otherwise, which also has to have a negative effect on relations overall. So, Canada's policy position is that trade must be orderly. And it's an easy position to defend from where we stand. We have an international reputation as a nation which plays by the rules in trade. In fact, we've been criticized for playing too much by the rules. That criticism cuts little ice with me. My view is that orderly trade is good for all, and I refer any doubters to Canada's record in international markets.

Since 1970, only thirteen years ago, we have multiplied our exports by almost exactly 500 percent. A part of that can be accounted for by inflation, but much of it reflects an expanded commitment to trade, and a greatly improved trading performance. However, there is the very thorny question of what the rules should be with respect to a given trading partner. For us, a pressing concern is our relationship with the United States, our most important trading partner.

First off, there can be no doubt of the correctness of that description. In 1982, of 85 billion dollars in total exports, approximately 58 billion went straight south into U.S. markets. The United States is our biggest customer...it's as