

we rank 31st in population. One in every four of our Canadian work force has a job dependent on trade, and the revenue generated amounts to over \$5,000 each year for every Canadian.

Successful companies -- and nations -- have learned that one key to success in a competitive marketplace is the development of long-term strategic plans -- and partners. Such plans allow industries to chart and implement technological change. Strategic marketing decisions, which require long-term planning horizons, can help industries to be more market-driven and better able to exploit new market opportunities.

Both of my departments -- International Trade, and Industry, Science and Technology -- are working together to help our industries develop new strategies and partners. The goal is to enhance Canada's overall competitiveness as well as that of each sector and industry.

Canadians have a great stake in our continued prosperity. Improving our competitiveness means a higher standard of living. This, in turn, will provide us the means to be a caring society. A society that can secure the social programs we see as essential to our being Canadian. A society that can continue to support the arts and culture which helps us to understand ourselves. A society with the means, and the will, to make our education and technologies second to none in the world.

I'd like to share with you some of the findings the departments of Industry, Science and Technology (ISTC), and International Trade have taken from experience with the sector campaign carried out in collaboration with the Fisheries Council of Canada and with other Canadian seafood associations. I'd like to look at four or five basic components which have emerged as the structure within which, I believe, we can make our plans and develop our strategies to become truly responsive and competitively positioned to keep our products in the forefront among the trading nations of the world.

We need to take advantage of what we already know of the marketplace -- and our product. This leads to some important questions which face all of you here today.

How can we take advantage of the benefits of technology to enhance productivity, product quality and market response time? How can we improve management education, and enhance labour and management skills training? How can we develop strategic partnering to share research and development, joint venturing and integrated marketing into our future? How can we work more closely together as a single competitive entity in the international marketplace?