

new opportunities, something more profound has happened. It would be an oversimplification to attribute our export successes primarily to our low dollar. It would not do justice to the managers and employees of numerous Canadian companies have learned the hard way throughout the recession to become more effective, more productive and more internationally competitive.

It would not do justice, either, to companies, such as those represented by the Canadian Exporters' Association, who are increasingly competent, knowledgeable and street-smart when it comes to international marketing.

Our new Governor General invited us last week to "give good news a chance." Well, exports continued in 1994 to lead our recovery at an unprecedented pace. The tremendous successes of exporters are largely responsible for the robust growth experienced by the Canadian economy. This is good news indeed for all Canadians.

As we underline our recent export successes, I would like to launch the 1995 Canada Export Award competition. This award recognizes the tremendous export achievements of Canadian companies. I am pleased today to invite all qualifying exporters to send in their applications for this prestigious award.

Over the past year, we have consulted extensively with the exporting community on trade promotion issues to ensure that our initiatives meet the needs of exporters. I am particularly grateful for the advice from your Association including the recommendations outlined in your document *Towards a New Cohesive Export Strategy*.

Similarly, we received good advice from the International Business Development Review Committee chaired by Red Wilson and from the many exporters and groups of exporters who participated in the recent Parliamentary Foreign Policy Review. Through these and other fora, exporters told us that they want more discipline, more focus and more efficiency, and a greater reduction in overlap and duplication. We have been listening carefully to what they have been saying. We have already responded with concrete measures and there is more to come.

Over the past year, we have improved market information and intelligence gathering. We have made progress in getting that information to you. We have put the emphasis on assisting job-rich small and medium-sized companies to enter export markets. We have also decided to deploy more trade commissioners to high-growth markets in Asia-Pacific and Latin America.

Together with the provinces and the private sector, we are working to extend the "Trade Team Canada" concept to include a more coherent, integrated approach to international business development. For example, we are reducing duplication through