

- Trade Fairs -- Resources will be used to increase Canadian participation in high priority trade fairs.
- Investment Development -- Additional resources will be used at missions abroad to promote the post FTA attractiveness of investment in Canada.

As part of **Export Trade Month** I would highlight **Marketplace '88** which will be held in thirty-one centres across Canada and which will provide opportunity for individuals to meet international trade experts, including Canadian trade commissioners from foreign posts. Over 100 trade commissioners from our missions abroad will meet with over 2500 companies to discuss market opportunities world wide.

Finally I would note that on October 3, in conjunction with the Annual Meeting of the Canadian Exporters' Association, **Canada Export Awards** will be presented to companies which, in the judgement of a panel of prominent members of the business community, have demonstrated outstanding performance in selling Canadian goods and services abroad. More than three hundred companies are competing for this award; twelve to fifteen winners will be selected.

"EXPORTS BUILD CANADA" is the slogan for Canada Export Trade Month. It is a message with relevance not only to companies already active in export trade or those contemplating expansion into foreign markets, but to all Canadians.

I would like now to turn to Roger Hamel of the Canadian Chamber of Commerce.