

member -- and every business services exporter and potential exporter.

That partnership, between the Canadian Exporters' Association and the federal government, has just published a multi-media, self-help marketing kit especially designed for your industry.

Today I am pleased to join our partners in launching the kit, called "The Road to Success: Exporting Services to the United States." Both experienced exporters and newcomers will find it a useful marketing tool.

The kit includes a video and a user-friendly Export Readiness Diagnosis computer disk. I urge you to attend the information session just after this luncheon. In light of the successful partnership that created the kit, I am pleased that the President of the Canadian Exporter's Association, Mr. Mark Drake will be participating in this session. I know that you will be interested to see how you can use this kit's unique features to help you build export sales.

Canadians are in the midst of change. Our world and our economy are changing under many pressures -- information, innovation, technology. It is change that may be as fundamental and broad as the Industrial Revolution. It is change that is a certain promise of a surge in human progress and prosperity.

In times of great change, people of vision and energy shape the change. Energetic visionaries form human, natural and technological resources into new patterns.

You can choose to let others shape the change. Or, you can choose to shape the changes to create more competitive businesses and a more competitive industry -- and a more competitive Canada.

Thank you.