

objective is to ensure that every small and medium sized "Export Ready" firm has equal access to our programs geared to the U.S. market place. And I am pleased to say we expect that 95% of this year's participants will be small to medium sized firms, 60% will be first time entrants and 10% will be new to exporting.

A second element of our plan will be buyers' missions -- trips by Canadian exporters to visit potential U.S. customers -- defence contractors, government procurement agencies, urban transit authorities and the like.

A third element will be market studies and seminars on specific subjects. For example, some Interaction 89 participants may be interested in our study on the New England market for water treatment equipment -- the kind of practical information you need to identify potential customers.

A fourth initiative will be an expansion of our highly successful NEBS program -- New Exporters to Border States -- where we walk a group of 20 to 25 small companies through the entire process of exporting, thereby taking the mystery out of the process. Our aim for this year is 55 missions with some 2,000 participants.

And fifth, we intend to increase the penetration of Canadian exports into all parts of the U.S.A. -- not just the adjacent border state markets. One new program is called "New Exporters to the U.S. South" -- or NEXUS -- and we believe our export drive will be made easier by our expansion of trade offices in the Southern United States.

In fact, by next year we will have 27 trade offices across the United States.

Those are just five of the many initiatives we are taking to seize the opportunities in freer trade; trade initiatives that will entail a \$20 million dollar investment this year alone; and which will involve the promotion of both goods and services, investment and tourism. It will allow Canadian exporters to participate in some 400 events in 72 industrial sectors; initiatives which we expect will generate some \$1.5 billion worth of additional sales this fiscal year -- \$150 in export revenue for every tax dollar invested -- a pretty good rate of return, to say the least.