

Now that you know who he is, I'll tell you something else about Clive. We didn't invite him here. As soon as he heard about Marketplace '85, he called us up and demanded to come here. Well, what could we say? Well done, Clive.

As a Trade Commissioner, Clive is a member of one of Canada's oldest and certainly most productive services. The Trade Commissioner Service has been in operation since 1894, through wars and revolutions, booms and recessions, and through wind after wind of change. It is in many ways a unique service, because it can do so many things for you.

Let me put it in context for you.

First of all, I think you know that the economic priority of this government is job creation, and -- since trade already provides one-third of all the jobs in Canada -- the best way we see of creating jobs is to beef up our exports. So every Canadian embassy and every Canadian consulate has become trade-oriented. The first priority of every Canadian foreign service officer, from ambassador to third secretary, is to promote trade.

This is not in the abstract. The help they give our exporters is very specific and concrete, and I think it might be helpful to you to know what you can expect. These officers are your front lines for trade. Their job is to work for Canada's exporters and they are very good at it.

The Trade Commissioners' first task is to serve as intermediary between the Canadian exporter and the foreign importer. They put the two parties together, and when the Canadian and foreign firms start talking, the Trade Commissioners keep a close watch on the situation, helping to put the deal back on track if something goes wrong. They will arrange for finding an import agent. They can get you a distributor. They can even find you a potential buyer.

The Trade Commissioners ensure that the trading environment is conducive to good business. Just as the owner of the corner store makes it his business to go out and make friends with his neighbours, the Trade Commissioners make it their business to develop good relations with governments, with large corporations, with buyers, importers and agents. The object, of course, is to get foreign buyers to think of Canada when looking for a source of supply, but there is a secondary object, as well: to prepare the ground in the event that a problem crops up.