

Second, we have to put a premium on making Canada competitive, and keeping us that way. That means more attention to enterprise, to innovation, to cooperation among governments, labour and business.

Third, we have to pursue every export opportunity, large or small, traditional or new. I want to know how we can help you take better advantage of export opportunities.

Finally, there has to be a much greater sense of pulling together than we have known before. I hope that we can increase practical cooperation between federal and provincial governments interested in trade, and that there will be a much more active sense of team-work between the private sector and government.

Export Trade Month, which begins today, is a good example of what is possible when we do pull together. Working together, business, governments, labour, the academic community and others have mounted a remarkable exercise right across the country - involving the time and efforts of thousands of people. Here, in Toronto, we have assembled over fifty Trade Commissioners and Trade Development Officers from around the world and across Canada. You can make one-on-one contact with the individual who knows about the specific market, or the product, or the export service you want to know about. There will be some two-hundred and fifty events such as this in more than thirty cities and towns in every province.

We are also making our presence as exporters felt abroad - in trade missions to some twenty-five countries. To launch that part of Export Trade Month, Jim Kelleher, my colleague the Minister for International Trade, is today in Washington, opening International Public Transit Expo 84. From the United States to the United Arab Emirates, from Brazil to Bulgaria, from the South of France to the Sudan, Canadians will be out this month promoting an extraordinary breadth of commercial interests - everything from defence equipment to fishing equipment, from softwood to software.

Exporters are, by definition, internationally competitive. You are in immediate contact with international economic change. If you weren't confident of your ability to respond to it, and meet the competition, you would not be in the business.

In my view the export community needs to have a stronger voice in shaping national economic policy - not only trade policy, but the full range of our domestic policies which affect our ability to compete.