

with particular focus on Europe and the Pacific. From now, well into the 90s, our trade strategy will rest on three pillars: the U.S. market secured by the FTA, the Pacific market and the post '92 European market.

We wish to build an economy, capable of competing globally, from a strengthened North American base created by the FTA. We must reach out and build new economic and trade relationships with Europe and the dynamic markets of the Pacific.

This three pronged strategy aims at ensuring that Canada has the appropriate resources in each market to take full advantage of the new opportunities as they develop, while maintaining a firm hold on the markets we already have.

At a later date my officials would be prepared to provide you with a presentation on our new strategy we call "Going Global". I hope you will agree with me that this endeavour will go a long way in fulfilling the mission we collectively agree upon, that of ensuring Canadian prosperity through trade.

Let me for just a moment cover some of the priorities and programs we propose for this coming fiscal year. I was pleased last September to announce a \$57 million, 5 year trade program with a focus on the U.S. This is in addition to the extensive trade programs already in place.

Our trade development action plan for the U.S. covers a wide range of initiatives. Let me list just 5 of those initiatives which may be of interest.

One element is to increase our participation in trade fairs, to help Canadian exporters participate in American trade shows. Our central 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 - these are incoming missions by U.S. officials to visit potential Canadian suppliers. Defence contractors, government procurement agencies, and urban transit authorities are examples of the type of buyers coming to Canada.

A third element will be market studies and seminars on specific export marketing subjects -- the kind of practical information exporters need to identify potential customers.