

We have always prided ourselves as being a great trading nation. Now we must ensure that there is a true trading culture in this country.

Do Canadians really understand how deeply we depend on foreign markets for our standard of living, our social welfare programs and the quality of life we have in this country and which is the envy of the world?

Do Canadians really understand how vitally important it is for us to be internationally competitive?

To foster such a trading culture in Canada will require sustained efforts by the public and private sectors.

A recent report by the Massachusetts Institute of Technology identified what they have called five "imperatives" for the United States to continue as a major economic power. They are:

- Focus on producing well-put production ahead of finance and monetary manipulation;
- Cultivate a new economic citizenship--an involved, educated, responsible and rewarded work force who will maximize productivity;
- Promote the most productive blend of individualism and cooperation in all aspects of trade;
- Learn to live in the world economy--understand other languages, cultures and technologies; and
- Provide for the future--invest in education and save for productive investment.

Canadians might keep those five points in mind as we prepare for the challenges of the next decade and the next century.

Canada's fate as a trading nation is as much in your hands as it is in ours. In fact, our fate as a trading nation depends on the partnership which exists between the public and private sectors.

The Government is committed to the Canadian exporting community because it is your spirit of enterprise, your capacity to innovate, your ability to market products and services which will determine whether or not Canada will continue to prosper in the international trading system.

Thank you.