

Initiatives have been taken to help ensure continued improvement in our trade competitiveness. Investment counsellors seconded to External Affairs from the private sector have been assigned to key posts abroad to advise and encourage potential foreign investors. Technology Development Officers have been recruited to help Canadian companies identify and adopt foreign technology, and the Technology Inflow Program was established to help companies defray the costs of these activities. Last month in Vancouver, I announced that this program will be tripled in size by 1990.

This Government has pursued a major international marketing effort. As part of the National Trade Strategy, special emphasis is being placed on key Asia-Pacific markets as well as the U.S. Some \$70 million over five years, mainly from External Affairs non-trade programs, has been redirected into this special trade promotional effort. About 45% of External's resources and personnel are now devoted to trade promotion, tourism and economic affairs.

This Government has opened new trade offices in Bombay, India; Shanghai, China; Osaka, Japan; Auckland, New Zealand; Lyon, France; and St. Louis, Cincinnati, Pittsburg, Orlando and Santa Clara in the United States. The number of trade officers in Beijing has been doubled in response to the requirements of the business community.

The British magazine "business" recently compared the programs and services governments in 19 OECD countries offered to exporters - Canada ranked third (after Austria and France).

Canada's Trade Commissioners abroad (over 400 strong in 94 countries) are the backbone of this Government's export promotion services and much valued by the business community. In 1986, these officers assisted over 31,000 Canadian business visitors (up from 18,000 ten years ago), responded to 137,000 inquiries from Canadian exporters and referred over 103,000 local export opportunities to potential Canadian suppliers (triple the level of activity of a decade ago).

A series of electronic systems were put in place to speed the process of putting buyers and sellers together.