

Send more people out to do more of it.

Exactly.

Right.

I think East and West Germany aren't a threat because the Europe of the 1990's is a trading bloc. It's going to become even more so with Euro-dollars and stuff like that. I think that Canada could do really well with China, Russia and one we haven't even mentioned, India...

Don't think that the European community doesn't have it's eye on China and Russia...

Oh yeah, but we have things to offer too. I think India and Africa is a market that we just don't consider. I think that if we manage our natural resources wisely we have grain and lumber to sell.

One thing that Canada has and has had for years and years is it's good name around the world. When people think of Americans they get hostile but when they think of Canadians we've got a very good name and...

For selling things?

It's just got a good image, Canada has a really fine image around the world...

I've talked to people and asked, "What is a Canadian?" and most people can't tell you. When you think of an American they say apple pie and all that stuff.

Q. IF WE'RE GEARING UP FOR MORE TRADE IN THE NINETIES IS IT GOING TO BE EASY OR HARD? LET'S NOT TALK ABOUT CANADA LET'S JUST TALK ABOUT THIS REGION BECAUSE IT'S EASIER FOR PEOPLE TO TALK ABOUT, IS IT GOING TO BE EASY OR HARD FOR VANCOUVER TO GET GEARED UP FOR INTERNATIONAL TRADE? WHAT ARE THE THREATS AND WHAT ARE THE OPPORTUNITIES?

It will be easier if Canadians really get self confident. The trouble with Canadians is that we are always playing second fiddle to the United States. The Australians don't, the Australians stand up to the Americans and tell them where to get off. The Americans take us for granted.

What does Canada have to do to make it's name in the market?

We have to educate people and teach them to fit into the world that we want to develop. To make them produce, to teach them to produce, to grow it, make it, produce it. And train them so that they have jobs that take them into those areas.

Q. A LOT OF PEOPLE TALK ABOUT CANADA BECOMING MORE COMPETITIVE IN WORLD MARKETS, WHAT DOES THE WORD COMPETITIVE IN THIS CONTEXT MEAN TO YOUR REGION?

Getting a bigger slice of the pie. To take advantage of opportunities that exist in other areas, open up businesses elsewhere.

Be more aggressive.

Taking a risk.

Specialize in what you're good at and promote that.