

SYNOPSIS

- Today Canada faces growing economic challenges as more countries are competitive with us and more markets are open to us. Three major trading and economic powers -- the U.S., Europe and the Pacific are each being transformed as they adjust to global political, social, economic and technological changes.
- Canada must also adapt. The small size of our domestic market, our capital needs, and the importance of continued access to new technology means we must be open to the world.
- A major step in rising to this economic challenge was the negotiation of the Free Trade Agreement with the U.S.
- The Agreement ensures Canada's full participation in the rebirth of state-of-the-art North American technologies and thus makes us much more competitive in the world.
- We must also be prepared to deal with important changes in the economies of Europe and Asia.
- To meet the challenge of Europe 1992, we plan four initiatives:
 - A "European Challenge Campaign" to study and explain the implications, technical requirements and market opportunities of the post-1992 European market to Canadians;
 - A "European Trade Policy Strategy" to strengthen our ability to effectively pursue Canada's interests with the European Commission and in key European capitals;
 - A "European Trade and Investment Development Strategy" for sectors that offer real potential for Canadian companies;
 - A "Canada-Europe Science and Technology Strategy" to establish new bridges of trade and technology.
- To meet the challenge of the growing influence and affluence of the Asian economies, we are following a Pacific 2000 strategy, a five-year package of initiatives which build on the FTA and strengthen our ability to deal with Asia Pacific. These initiatives include:
 - an enhanced Pacific Trade Strategy to help Canadian business compete in the expanding markets of Asia Pacific;
 - a Japan Science and Technology Fund to strengthen Canada's scientific and technological base through cooperation with Japanese research institutes.
 - a Pacific 2000 Language and Awareness Fund so more Canadians will speak Asian languages and understand Asian cultures; and,
 - a Pacific 2000 Projects Fund so that Canada becomes better known in Asia Pacific.
- Canada's trade policy must be global in its application.