

For a province which has been a pioneer in the extraction of sulphur from natural gas and which is now the world's leading exporter. And for a province which is probably the only jurisdiction in the world which utilizes natural gas for some 90% of its residential, commercial and industrial requirements. The Pacific future for Novacorp, TransCanada Pipelines, Husky, Asamera, Challenger Drilling and many others couldn't be brighter.

Let me draw out of this some clear messages.

Message 1. Future success abroad will depend increasingly on success beyond the North American continent. Trade with United States will continue to be the foundation of the Alberta economy. But trade with the Pacific will provide the leading edge for growth.

Message 2. Successful modern economies are all based on competition, but that competition is most fruitful if exercised in an environment where all players co-operate to meet a common challenge. Trade is such a common challenge. In the Pacific, perhaps more than any region, industry, unions, universities and governments at all levels must work very closely together.

Message 3. There is no substitute for getting to know your customer. The history of Alberta-Pacific business is a history of persistence and of knowledge - knowledge of languages, of customs, of people and of particular markets.

Message 4. Use the government. Exploit it. Demand its services. I invite you to treat our embassies as your corporate offices, and look at my Department and CIDA as resources which help you bring jobs to Alberta.

Message 5. It is clear that Asia is full of opportunity for Albertans, in fields we can identify. The question is whether or not Albertans will reach beyond their traditional focus on North America and Europe.

Message 6. Foreign policy is not foreign anymore. Obviously, the invasion of Kuwait has an immediate impact on Calgary, but so does the opening of a Beef Export Office in Tokyo, or a successful CIDA mission to South East Asia, or the new initiative Canada is taking on security and economic cooperation in Asia-Pacific.

Message 7. Often Canadian business thinks it should be concerned with success abroad only after it is successful at home. In the 1990s, this will be less and less the case. Increasingly, Alberta business will be successful at home only if it is successful abroad.