

I called this the export imperative. This has to become a state of mind. It has to become part of our national imperative. We have to understand clearly the place of exports in our life and economy, and we have to adopt and sustain a mindset which looks for export market opportunities in everything we do.

That's a central part of the message we want to transmit during Canada Export Trade Month, and business people such as yourselves, particularly those involved in export trade, can help us carry this message to every corner of Canada. In fact, some have already been dragooned for that purpose.

During October, I and other speakers will be talking to people at a large and varied series of events arranged by the federal and provincial trade ministries and a host of private sector organizations. The events include major conferences, such as this one, trade seminars, local and regional gatherings of various kinds, service club luncheons and other events.

All are intended to enhance understanding of our export situation among the general public, and particularly among business people who are potential exporters. One of the things you need to know, if you're in that position, is that governments are prepared to offer considerable assistance to those prepared to take a plunge into exporting. This may involve the sharing of financial risks associated with export ventures, and, depending on circumstances, could be in the form of loans, loan guarantees or credit insurance. Equally important is the help available from the trade professionals in the department, help in identifying markets of opportunity, making your product or service known in target markets, assistance in setting up for trade fairs and the like.

During Export Trade Month, Canadian trade commissioners have been called in from points around the globe to take part in seminars and meetings.

You may well have a chance during this conference, or at other events throughout October, to talk to one of these people face-to-face. If not, you can tap the expertise in the department in other ways...through the various regional offices, for example, or via the toll-free number we've established to provide information on exports. The point is, there's a wealth of experience and knowledge in the trade group...use it. That's what it's for.

So that's what Canada Export Trade Month is all about. I called it a promotion, and I meant it but I want to reinforce the notion that it is a cooperative effort, and reflects the commitment to export trade of all sectors - governments, business and industry, labour and academe. It's a promotion with a