

By that time, Japan and its neighbours will contain 60% of humanity, 50% of global production and 40% of global consumption. Canada has its own distinct Pacific personality. Clearly there is much we can do to harness its full potential.

We will be strengthening our scientific and technological base through cooperation with Japanese research institutions.

We will be promoting a greater awareness of Japan and Asia in Canada by encouraging cultural and language studies.

We intend to promote a greater awareness of Canada in the Asia Pacific by supporting exchanges, promoting Canadian studies and ensuring our effective participation in new regional institutions.

On this latter point, I should add that there is a great deal of discussion as to what form Pacific economic cooperation might take. It is a theme on which I have spoken recently in Tokyo and in New Zealand and one in which I will continue to take a personal interest. Canada will continue to play an important role in this process.

But as a matter of particular interest to you here this evening, Canada will be pursuing an enhanced Regional Trade Strategy, identifying target market opportunities and, mounting promotional drives to translate those opportunities into exports. We will be expanding our trade presence in Asia, and promoting investment alliances. And in all this we will continue to work closely with the private sector.

As part of this process, it is my pleasure tonight to release the first in a series of studies examining opportunities in the Japanese market - studies which analyze opportunities for various food products - a sector of tremendous potential. Further studies will focus on a wide range of sectors - from machinery to sporting goods. They are studies which were completed with the support of our own private sector. I would personally like to thank former MITI Minister Tamura who, following our meeting in Vancouver last April, so kindly offered the assistance of MITI and JETRO to work with my staff and our embassy in Tokyo to launch this market study programme.

Our Pacific 2000 initiative is an enormous challenge for Canada; but the opportunities are even greater. And I know you will all be playing a vital role in ensuring a successful and mutually beneficial outcome.