

this quality and make the commitment to a lasting presence in this market.

This will need greater research and development and a continuing emphasis on quality if we are to be rewarded by the loyalty of the Japanese consumer to our brands.

I have no doubt that this can be done. We have demonstrated it with our high level of sales into the United States market. We must now repeat that success here in Japan.

Conversely, as Japanese industry continues to move up-market, Canadians will remain attracted to the highly sophisticated products of Japanese industry. Increasingly these products will be manufactured in subsidiary companies overseas for local and global markets, and we hope that a good portion of that investment will find its way to Canada.

In conclusion, to my Canadian compatriots, I would say that we have much to learn here; let us expand our presence in Tokyo and the other regions of Japan; let us make the commitment to succeed in Japan; and let us participate in the incredible growth of the Pacific. To our Japanese friends, I would invite you to come to Canada, experience our way of life, and work with us as partners. We face a common challenge of assuring the prosperity of our people in a complex and rapidly changing environment. Let us consider not just what we have accomplished together -- which is considerable -- but also what is still possible.

Thank you.