

the access of U.S. service industries to the Canadian market.

Fourth, the conclusion of a trade treaty can add momentum to efforts to negotiate freer trade in the wider multilateral trading system through the GATT. Both Canada and the United States have advocated world-wide trade liberalization and have welcomed the decision to proceed with a new GATT round.

A Canada-United States trade agreement will allow the two countries to devise new approaches for dealing with trade issues such as services, subsidies, government procurement, and trade related investment.

This in turn can help to push the GATT talks forward by providing models for removing and regulating trade barriers in areas that have so far escaped effective international trade regulation.

Finally, the United States will also benefit from having a stronger and more prosperous neighbour to its north. A trade agreement which established a new foundation for trade between our two countries would, over time, result in the emergence of an economically stronger and more confident Canada, one that would become an increasingly effective and valuable ally of the United States. But beyond all of these reasons, ladies and gentlemen, is the most basic one. We want to make it easier to do business between our two countries. Barriers to trade are barriers to business and economic growth.

In Canada, the trade negotiations have been a subject of intense interest and discussion in recent months. The same cannot be said of the United States. Here, the trade talks have attracted very little attention. Often, it seems that the only news that Americans hear about Canada relates to the problems and irritants that inevitably arise between our two great nations.

Unfortunately, the enormous stake which Americans have in our trade relationship is simply not well understood in this country.

American business leaders can help to repair the blind spot which so many Americans have when it comes to economic relations with Canada.

First, by recognizing the significance of Canada to U.S. business. We are your largest customer, and we continue to be a steadily growing market for U.S. goods and services.