

FINALLY, ON THIS LIST, I WANT TO REFER TO TRADE PROMOTION.

RECENTLY, THE GOVERNMENT ORGANIZED MARKETPLACE '85. IN 18 CANADIAN CITIES, OUR TRADE COMMISSIONERS HELD 7300 INTERVIEWS WITH CANADIAN BUSINESSMEN. WE WILL BE INVITING COMPANIES TO VISIT PROMISING MARKETS, AND HELPING THEM TO EVALUATE EXPORT POTENTIAL. THIS EXERCISE IS PART OF EXPORT '85, A YEAR LONG EFFORT TO IMPRESS UPON CANADIANS THE IMPORTANCE OF EXPORTS TO OUR PROSPERITY, AND TO INFORM THEM OF THE SERVICES AVAILABLE FOR REACHING FOREIGN MARKETS.

WE'LL BE ENCOURAGING EXPORTS EVERYWHERE, BUT TWO LARGE MARKETS HAVE SPECIAL POTENTIAL, PARTICULARLY FOR WESTERN CANADA. ONE IS THE UNITED STATES, WHERE WE HAVE THE CHALLENGE OF KEEPING EXISTING MARKETS, AS WELL AS WINNING NEW ONES. THE OTHER IS THE PACIFIC RIM, WHICH WE BELIEVE WILL BE THE MAJOR SOURCE OF NEW GROWTH FOR CANADA IN YEARS TO COME.

TEN YEARS AGO, CANADA'S TRANS-PACIFIC IMMIGRATION SURPASSED OUR TRANS-ATLANTIC IMMIGRATION, FOR THE FIRST TIME IN HISTORY. TWO YEARS AGO, OUR PACIFIC TRADE SURPASSED OUR ATLANTIC TRADE, FOR THE FIRST TIME. IN 1979, AN EARLIER, SHORTER-LIVED, CONSERVATIVE GOVERNMENT ORGANIZED THE FIRST NATIONAL CONFERENCE ON CANADA AND THE PACIFIC RIM. THAT GOVERNMENT, LIKE THIS ONE, CONTAINED LEADING