

Statement

Discours

Minister for  
International  
Trade



Ministre du  
Commerce  
extérieur

89/46

CHECK AGAINST DELIVERY

NOTES FOR A SPEECH

BY THE MINISTER FOR INTERNATIONAL TRADE,

JOHN C. CROSBIE

FOR THE NEWFOUNDLAND LAUNCHING OF THE

CANADA EXPORT TRADE MONTH 1989

ST. JOHN'S, NEWFOUNDLAND

September 28, 1989.

**HON. JOHN CROSBIE - ST. JOHN'S**

IT GIVES ME GREAT PLEASURE TO BE ABLE TO JOIN YOU TODAY IN ST. JOHN'S AS WE GET AN EARLY KICK-OFF TO EXPORT MONTH IN CANADA.

AS MANY OF YOU KNOW, MY ROLE AS MINISTER OF INTERNATIONAL TRADE TAKES ME FAR AND WIDE AROUND THE GLOBE.

LAST WEEK, FOR EXAMPLE, I HAD THE PRIVILEGE OF SPEAKING IN THE FAR EAST IN HONG KONG - AT A LUNCHEON HOSTED BY THE CANADIAN CHAMBER OF COMMERCE.

SO, TODAY'S LUNCHEON CAN BE SEEN AS A MIRROR IMAGE, SPEAKING HERE IN THE FAR EAST OF CANADA AT A LUNCHEON HOSTED BY THE HONG KONG-CANADA BUSINESS ASSOCIATION.

WE MUST NOT ONLY SALUTE THE HONG KONG CANADA BUSINESS ASSOCIATION FOR HOSTING THIS EVENT, I ALSO BELIEVE THANKS ARE IN ORDER FOR THE CANADA EXPORT TRADE MONTH COMMITTEE IN NEWFOUNDLAND, WHICH FIRST PROPOSED THE IDEA.

WE ARE LUCKY TO HAVE A COMMITTEE HERE IN NEWFOUNDLAND WITH SUCH EXPERIENCED AND CAPABLE INDIVIDUALS.

PAUL ROSE, THE FEDERAL CO-CHAIRMAN, HAS BEEN INVOLVED IN INTERNATIONAL TRADE FOR MANY YEARS, AS HAS HIS PROVINCIAL CO-CHAIRMAN BRIAN MURRAY.

PAT CRONIN, DEREK LOCKE, ED COADY, JACKIE BANNISTER AND OTHERS FROM THE PUBLIC SECTOR BRING TREMENDOUS EXPERIENCE TO THE JOB.

ANN MILLS, WHO IS ALSO THE VICE PRESIDENT OF THE HONG KONG/CANADA BUSINESS ASSOCIATION, BRINGS YEARS OF C.E.T.M. EXPERIENCE TO THE COMMITTEE; AND MAURICE WHIFFEN, PRESIDENT OF NORTH ATLANTIC PACKAGE, IS ANOTHER EXCELLENT INDUSTRY REPRESENTATIVE.

FINALLY, CHRIS VAUGHAN OF MEMORIAL BRINGS AN ACADEMIC PERSPECTIVE TO THE SUBJECT OF INTERNATIONAL TRADE.

TOGETHER, THIS YEAR'S COMMITTEE HAS PUT TOGETHER A COMPLETE ITINERARY OF ACTIVITIES THROUGHOUT OCTOBER, OUR EXPORT MONTH - ACTIVITIES WHICH I BELIEVE WILL HELP THE PEOPLE OF NEWFOUNDLAND AND LABRADOR APPRECIATE THE BENEFITS ARISING FROM INTERNATIONAL TRADE.

AND LET US NEVER UNDERESTIMATE JUST HOW LARGE THOSE BENEFITS ARE FOR OUR PROVINCE AND COUNTRY. FOR WITH SUCH SMALL POPULATIONS IN NEWFOUNDLAND AND CANADA, IT IS ONLY BY SELLING ABROAD OUR FISH, WOOD AND MINERAL PRODUCTS THAT WE HAVE SURVIVED, LET ALONE PROSPERED. IN FACT, WE EXPORT OVER 20% OF EVERYTHING PRODUCED IN ATLANTIC CANADA AND NEWFOUNDLAND, WITH OVER 30,000 JOBS HERE IN THE PROVINCE DEPENDENT ON TRADE.

TODAY, I WANT TO DISCUSS HOW WE HOPE TO MAXIMIZE TRADE BENEFITS FOR NEWFOUNDLAND AND CANADA IN THE YEARS AHEAD; HOW THE DEPARTMENT OF EXTERNAL AFFAIRS AND INTERNATIONAL TRADE PLANS TO HELP YOU MEET FUTURE CHALLENGES.

NOTE THE NAME: EXTERNAL AFFAIRS AND INTERNATIONAL TRADE. IT IS A NEW CORPORATE IDENTITY FOR MY OFFICIALS. AND WE ADOPTED THIS

NAME FOR A PURPOSE TO RECOGNIZE THE CENTRAL ROLE WHICH INTERNATIONAL ECONOMIC RELATIONS MUST PLAY IN OUR FOREIGN POLICIES FOR THE 1990S. TO MAKE SURE YOU KNOW THAT WE ARE YOUR DEPARTMENT IN OTTAWA; AND TO REAFFIRM THAT OUR ROLE IS HELPING CANADIAN EXPORTERS SUCCEED.

IN ORDER TO HELP YOU WIN FOREIGN SALES IN THE YEARS AHEAD, WE INTEND TO IMPLEMENT A THREE PILLAR TRADE STRATEGY, WITH THE OBJECTIVE OF HELPING CANADIAN ENTERPRISES GO GLOBAL. GOING GLOBAL, SO THAT CANADIAN FIRMS, LIKE BEOTHUK FISHERIES, CAN SELL THEIR PRODUCTS NOT ONLY IN TORONTO OR BOSTON BUT LONDON AND HONG KONG.

OUR TRADE STRATEGY RECOGNIZES THAT THE WORLD HAS EVOLVED INTO WHAT MANY HAVE CALLED THE GLOBAL TRIAD - THE THREE HUGE MARKETS OF NORTH AMERICA, THE EUROPEAN COMMUNITY AND ASIA-PACIFIC.

IN SUCH A TRIPOLAR WORLD, THE GENERAL AGREEMENT ON TARIFFS AND TRADE - THE GATT - TAKES ON CRITICAL IMPORTANCE FOR SMALLER

TRADING NATIONS LIKE CANADA. IT IS, CANADA'S DOOR INTO ALL 3 MARKETS.

AS YOU KNOW, WE HAVE ASSEMBLED A STRONG TEAM TO PURSUE CANADIAN INTERESTS IN THE CURRENT URUGUAY ROUND OF NEGOTIATIONS. AND WE ARE PUTTING FORWARD WELL-REASONED POSITIONS ON SUBJECTS FROM SUBSIDIES TO TARIFF CUTS.

BUT LET US NOT KID OURSELVES.

THE NUMBER OF PARTIES AT THE NEGOTIATING TABLE MAKES AGREEMENT DIFFICULT. THE EASY ISSUES HAVE BEEN DEALT WITH IN PAST ROUNDS. OLD ISSUES, LIKE AGRICULTURE, ARE NEVER EASY. (AND) NEW ISSUES LIKE SERVICES, INVESTMENT AND INTELLECTUAL PROPERTY ARE EQUALLY SENSITIVE.

BUT DIFFICULT THOUGH THESE ISSUES ARE, WE CANNOT SHIRK FROM THE CHALLENGE. THE CONSEQUENCES OF A MULTILATERAL BREAKDOWN ARE SIMPLY TOO GREAT TO CONTEMPLATE - FOR NEWFOUNDLAND, FOR CANADA; FOR THE WORLD. THE GATT IS FAR FROM PERFECT. BUT IT IS ALL WE'VE GOT. WE MUST SOLDIER ON. AND WE WILL.

IF THE GATT IS THE DOOR TO INCREASED CANADIAN OPPORTUNITY, THE FTA IS THE KEY TO OUR ABILITY TO SEIZE THESE OPPORTUNITIES. IT IS A MAJOR IMPETUS FOR CANADIAN COMPETITIVENESS THROUGH THE PROMOTION OF SPECIALIZATION AND SCALE. AND IT IS A CATALYST FOR VALUE-ADDED PRODUCTION IN CANADA THROUGH THE ELIMINATION OF HIGH TARIFFS ON VALUE-ADDED PRODUCTS.

WE HAVE ASSEMBLED A FIRST RATE TEAM TO MANAGE THE RELATIONSHIP;

THE COMMISSION HAS HELD ITS FIRST MEETING;

THE TARIFF ACCELERATION PROCESS HAS PROMPTED THOUSANDS OF REQUESTS ON BOTH SIDES OF THE BORDER;

THE DISPUTE SETTLEMENT PANELLISTS HAVE BEEN SELECTED, AS HAVE THE MEMBERS OF THE BLUE CHIP PANEL ON AUTOMOTIVE TRADE;

SOME DISPUTES ARE BEING ADJUDICATED;

THE TECHNICAL GROUPS ARE GETTING DOWN TO WORK; AND

WE HAVE NAMED OUR CHIEF NEGOTIATOR FOR THE SUBSIDIES AND ANTI-DUMPING NEGOTIATIONS.

WE ARE ALSO MOVING IN THE AREA OF U.S. TRADE DEVELOPMENT.

WE ARE PLANNING INCREASED PARTICIPATION IN TRADE FAIRS AND MORE TRADE MISSIONS.

THERE ARE NEW PROGRAMS TO HELP CANADIAN EXPORTERS ACCESS REGIONAL U.S. MARKETS - LIKE THE NEXUS PROGRAM GEARED TO THE SOUTHERN UNITED STATES - AND ENLARGED OLDER PROGRAMS LIKE NEBS FOR OUR MARKETERS IN BORDER STATES. IN FACT, SOME OF YOU MAY HAVE BEEN WITH ME ON OUR RECENT MISSION TO BOSTON. WHERE 15 NEWFOUNDLAND FIRMS INVESTIGATED EXPORT PROSPECTS.

MARKET STUDIES ARE ALSO BEING PREPARED ON A SECTORAL BASIS, MANY OF THEM DEALING WITH NEW ENGLAND CUSTOMERS.



SEMINARS ARE BEING CONSTANTLY HELD TO HELP YOU LEARN MORE ABOUT EXPORT FINANCING, U.S. PROCUREMENT OPPORTUNITIES AND OTHER KEY SUBJECTS.

BUT THE GATT AND THE FTA ARE NOT OUR ONLY AREAS OF ACTION. WE ARE ALSO MOVING FORWARD ON THE EUROPEAN AND ASIAN FRONTS.

AS WE ALL KNOW, THE EUROPEAN COMMUNITY IS SEEKING TO COMPLETE ITS INTERNAL MARKET BY 1992.

OUR 1992 STRATEGY CAN BE STATED SIMPLY:

- . WE ARE CARRYING OUT DETAILED ANALYSIS OF THE IMPACT OF 1992 THROUGH INTERNAL WORKING GROUPS AND THROUGH 3 MAJOR STUDIES WHICH WE HAVE COMMISSIONED;
  
- . WE PLAN TO CONTINUE TO USE THE GATT AS THE PRIMARY FORUM FOR CANADIAN-COMMUNITY DISCUSSIONS, RECOGNIZING THAT THE 1992 INTERNAL MARKET REFORMS COULD DRAMATICALLY AFFECT THE COMMUNITY'S EXTERNAL TRADE POLICIES;

WE WANT TO PROMOTE TWO-WAY INVESTMENT AND ENCOURAGE THE DEVELOPMENT OF STRATEGIC CORPORATE ALLIANCES BETWEEN CANADIAN AND EUROPEAN FIRMS; AND

WE WANT TO HELP CANADIAN BUSINESSES IMPROVE THEIR UNDERSTANDING OF THE 1992 PROCESS AND OF EUROPEAN OPPORTUNITIES.

AS WE MONITOR AND ANALYZE EUROPE AND 1992, WE WILL ALSO BE TRYING TO BUILD EFFECTIVE TRADE AND INVESTMENT LINKS TO THE PACIFIC RIM.

WE ALL KNOW THAT THE FOCUS OF WORLD TRADE IS SHIFTING TO THE PACIFIC. OBVIOUSLY, IT IS CRITICAL THAT WE ESTABLISH A STRONGER PRESENCE IN THE REGION AND SEIZE THE OPPORTUNITIES AVAILABLE IN THAT DYNAMIC PART OF THE WORLD.

ONCE AGAIN, WE BELIEVE THE FTA WILL GREATLY STRENGTHEN OUR ABILITY TO COMPETE OFFSHORE. IT IS TRULY A STEPPING STONE ACROSS THE PACIFIC FOR CANADIAN EXPORTERS.

BUT WE OBVIOUSLY MUST DO MORE.

WE INTEND TO STRENGTHEN THE LANGUAGE AND CULTURAL EXPERTISE OF OUR BUSINESS COMMUNITY, SO YOU CAN DEAL MORE EFFECTIVELY WITH JAPAN, CHINA, KOREA AND OTHER ASIAN NATIONS.

WE PLAN TO INCREASE SUPPORT FOR MARKET PENETRATION - LIKE THE SUCCESSFUL SEAFOOD PROMOTIONS WHICH HAVE BEEN UNDERWAY THIS YEAR IN HONG KONG.

WE WANT TO ENCOURAGE SCIENCE AND TECHNOLOGY COOPERATION, AND EXCHANGE - THE KIND OF COOPERATION WHICH CAN RESULT FROM TRIPS LIKE THE PLANNED NOVEMBER MISSION OF THE HONG KONG - CANADA BUSINESS ASSOCIATION.

(AND) WE HOPE TO PROMOTE CANADIAN INTERESTS THROUGH A MORE VIGOROUS COMMUNICATIONS PROGRAM AND CULTURAL EXCHANGES, SO ASIANS LEARN MORE ABOUT US.

SO THAT IS OUR BASIC TRADE STRATEGY:

- A THREE PILLAR STRATEGY GEARED TO THE U.S., EUROPE AND ASIA.
  
- WITH THE GATT AS THE DOOR TO OPPORTUNITY IN GLOBAL MARKETS; AND
  
- THE FTA AS THE KEY TO OUR ABILITY TO SEIZE THOSE OPPORTUNITIES.

AND IF WE ARE COMPETITIVE IN EUROPE, THE U.S. OR ASIA, WE WILL BE COMPETITIVE ANYWHERE IN THE WORLD - WHETHER IN BRAZIL OR IN EASTERN EUROPE.

SO FAR, I'VE BEEN TALKING ABOUT STRENGTHENING OUR ABILITY TO COMPETE AND CREATING OPPORTUNITIES. BUT ABILITY AND OPPORTUNITY ALONE ARE NOT GOOD ENOUGH. THEY WILL MEAN LITTLE WITHOUT THE WILL TO USE OUR ABILITIES TO SEIZE OPPORTUNITIES.

THAT IS PERHAPS THE GREATEST CHALLENGE WE FACE AS A NATION - THE CHALLENGE OF DEVELOPING AN OUTWARD-LOOKING TRADING

CULTURE, WHERE THE KNOWLEDGE AND EXPERTISE OF CANADIANS MATCHES THE IMPORTANCE OF INTERNATIONAL TRADE TO OUR ECONOMY.

ONE WAY TO GAIN EXPERIENCE IS TO ACCESS OUR INTERNATIONAL TRADE CENTERS. EXPERTS LIKE TOM GREENWOOD ARE HERE TO HELP YOU. (AND) ANOTHER WAY IS TO BUILD A CANADIAN NETWORK OF UNIVERSITIES WITH INTERNATIONAL BUSINESS PROGRAMS, SO THAT THE NEXT GENERATION IS EVEN BETTER PREPARED.

THAT IS WHY I WAS PLEASED TO RECENTLY ANNOUNCE THAT THE DEPARTMENT OF EXTERNAL AFFAIRS AND INTERNATIONAL TRADE WILL BE CONTRIBUTING \$75,000 TO THE MEMORIAL UNIVERSITY SCHOOL OF BUSINESS FOR THE DEVELOPMENT OF INTERNATIONAL TRADE PROGRAMS AT THE SCHOOL - PROGRAMS THAT I HOPE WILL HELP TOMORROW'S BUSINESS LEADERS THINK GLOBALLY.

IT IS JUST ONE MORE EXAMPLE OF OUR DETERMINATION TO HELP CANADIANS RIGHT ACROSS THIS COUNTRY BECOME WORLD TRADERS - TO HELP YOU SUCCEED IN THE GLOBAL ARENA.

I BELIEVE OUR TRADE STRATEGY TO OPEN FOREIGN MARKETS IS THE RIGHT ONE FOR CANADA.

I BELIEVE OUR EXPORT DEVELOPMENT PROGRAMS ARE PRACTICAL AND EFFECTIVE.

SO, I INVITE ALL OF YOU TO PARTICIPATE IN EXPORT MONTH, TO LEARN HOW WE CAN HELP YOU SUCCEED IN FOREIGN MARKETS, SO YOU CAN GROW AND PROSPER IN THE YEARS AHEAD.