

STATEMENT DISCOURS

MINISTER
FOR
INTERNATIONAL
TRADE.

MINISTRE
DU
COMMERCE
EXTÉRIEUR.



NOTES FOR A SPEECH BY
THE HONOURABLE JAMES
KELLEHER, MINISTER FOR
INTERNATIONAL TRADE,
ANNOUNCING CANADA EXPORT
TRADE MONTH.

WASHINGTON, D.C.,
OCTOBER 1, 1984.

I'D LIKE TO WELCOME ALL OF YOU HERE TODAY. IT GIVES ME GREAT PLEASURE TO ACCOMPANY A GROUP OF CANADIAN MANUFACTURERS SEEKING BUSINESS IN OUR BEST MARKET, PARTICULARLY THOSE IN AN INDUSTRIAL SECTOR IN WHICH WE ARE ACKNOWLEDGED AS WORLD LEADERS.

I AM VERY PLEASED THAT MY FIRST OFFICIAL TRIP OUTSIDE CANADA AS MINISTER FOR INTERNATIONAL TRADE IS TO LAUNCH EXPORT TRADE MONTH. BECAUSE I'M A MEMBER OF A NEW GOVERNMENT, I WON'T BE MAKING ANY MAJOR POLICY ANNOUNCEMENTS. THESE ARE EARLY DAYS, AND I PLAN TO APPROACH THE MANY COMPLEX TRADE ISSUES FACING THE COUNTRY IN AN ORDERLY AND PRUDENT FASHION. I FREELY ACKNOWLEDGE THAT I'M STILL GETTING A HANDLE ON THIS AREA WHICH IS OF SO MUCH CONCERN FOR EVERY CANADIAN. THE NEW GOVERNMENT WILL BE SEEKING YOUR IDEAS. WE WILL LISTEN, AND THEN WE WILL ACT. WE INTEND TO CREATE A CLIMATE IN WHICH BUSINESS AND INDUSTRY CAN PUT CANADIANS BACK TO WORK.

TO DO THAT, IT IS CLEAR THAT A KEY PRIORITY MUST BE THE EXPANSION AND DIVERSIFICATION OF OUR EXPORT TRADE. SO, I SEE MY PORTFOLIO RESPONSIBILITIES AS CLOSELY LINKED TO THE ACHIEVEMENT OF OUR NATIONAL GOALS.

THAT IS WHY I'M PLEASED TO BE HERE TODAY, TO LAUNCH CANADA EXPORT TRADE MONTH - A PROGRAM OF EVENTS WHICH HIGHLIGHT VARIOUS ELEMENTS OF OUR EXPORT ACTIVITIES.

EXPORT TRADE MONTH IS A COLLABORATION, INVOLVING BUSINESS AND INDUSTRY TRADE ASSOCIATIONS, LABOUR UNIONS, INDIVIDUAL BUSINESS PEOPLE, EDUCATORS AND THOSE CONCERNED WITH TRADE IN VARIOUS DEPARTMENTS AND AGENCIES OF THE FEDERAL AND PROVINCIAL GOVERNMENTS. THIS COOPERATION IS EVIDENCE OF THE GROWING CONSENSUS IN CANADA THAT OUR FUTURE PROSPERITY IS DEPENDENT UPON IMPROVING OUR EXPORT PERFORMANCE. THE THRUST OF THE EXPORT TRADE MONTH PROGRAM RELATES DIRECTLY TO THESE OBJECTIVES.

FIRST, WE ARE ATTEMPTING TO RAISE PUBLIC AWARENESS ACROSS THE COUNTRY OF THE CRITICAL ROLE PLAYED BY EXPORT TRADE IN OUR NATIONAL ECONOMY. SOMETHING LIKE THREE MILLION CANADIAN JOBS DEPEND ON EXPORT ACTIVITY. OUR MESSAGE IS THAT THERE IS A DIRECT ECONOMIC RELATIONSHIP BETWEEN EXPORT ACTIVITY AND ECONOMIC HEALTH. WE WANT THAT RELATIONSHIP TO BE BETTER UNDERSTOOD BY EVERY CANADIAN.

WE ARE ALSO COMMUNICATING WITH THE BUSINESS COMMUNITY, IN PARTICULAR, THE SMALL AND MEDIUM SIZED BUSINESS ENTERPRISES WHICH PROVIDE THE MAJORITY OF JOBS IN CANADA, TO MAKE THEM AWARE OF THE OPPORTUNITIES WHICH EXIST IN THE INTERNATIONAL MARKETPLACE.

TO HELP COMPANIES SEEK THESE OPPORTUNITIES, GOVERNMENTS OFFER A BROAD RANGE OF TRADE SUPPORT PROGRAMS AND MECHANISMS. DURING EXPORT TRADE MONTH, WE HIGHLIGHT THESE PROGRAMS SO THAT BUSINESS PEOPLE, PREPARED TO EXAMINE THE EXPORT OPTION, ARE AWARE THAT THEY DON'T HAVE TO GO IT ALONE. TRADE-SUPPORT MECHANISMS PROVIDED BY GOVERNMENT ARE PRACTICAL AND FOCUSED, AND I WANT TO MAKE THEM EVEN BETTER.

OVERSEAS SERVICES ARE PROVIDED BY OUR TRADE COMMISSIONERS, WHO CAN OFFER ADVICE ON FOREIGN MARKETS - THE IMPORT AND CURRENCY REGULATIONS, RULES ON JOINT VENTURES AND LOCAL LABOR CONTENT, ACCESS QUESTIONS AND A VARIETY OF OTHER ISSUES AND PROBLEMS WHICH EXPORTERS MAY CONFRONT. A NUMBER OF TRADE COMMISSIONERS FROM OUR 14 POSTS IN THE UNITED STATES ARE HERE WITH US TODAY TO ASSIST THE CANADIAN TRANSIT MANUFACTURERS AT THIS TRADE FAIR.

OTHER SERVICES AND PROGRAMS AVAILABLE TO THE EXPORTER INCLUDE PEMD, THE PROGRAM FOR EXPORT MARKET DEVELOPMENT, WHICH CAN PROVIDE FUNDING FOR EXPLORATION OF NEW MARKETS ON A "PAY IT BACK IF YOU SUCCEED" BASIS. TRADE FAIRS PROVIDE ANOTHER VEHICLE: OUR TRADE PROFESSIONALS CAN ASSIST YOU IN MAKING YOUR PRODUCT OR SERVICE BETTER KNOWN, VIA THE HUNDREDS OF TRADE FAIRS CANADIANS PARTICIPATE IN ANNUALLY AROUND THE WORLD. AND ASSISTANCE IS OFFERED TO THOSE WHO MAY BENEFIT FROM "INCOMING" TOURS OF FOREIGN BUYERS, OR "OUTGOING" CANADIAN MISSIONS TO FOREIGN MARKETS OF INTEREST. EXPORT INSURANCE AND FINANCING ARE OTHER MEANS BY WHICH GOVERNMENT SUPPORTS TRADE DEVELOPMENT EFFORTS.

THE GLOBAL MARKETPLACE IS ASTONISHINGLY LARGE AND DIVERSE, AND NEW TECHNOLOGIES AND OTHER ADVANCEMENTS MAKE IT BIGGER AND MORE DIVERSE EVERY DAY. SO, THE OPPORTUNITIES ARE THERE.

PUT TO EXPLOIT THESE OPPORTUNITIES, WE NEED TO BE AGGRESSIVE. WE NEED TO BE ALERT TO DEVELOPMENTS WHICH MAY CREATE OPPORTUNITIES, AND ABOVE ALL, WE NEED TO BE COMPETITIVE - IN PRICE, QUALITY, AND THE RANGE OF PRODUCTS AND SERVICES WE OFFER. WE MUST DEVELOP AN EXPORT "STATE-OF-MIND".

IF WE CAN DEVELOP THIS EXPORT "STATE-OF-MIND" WHICH ALWAYS EXAMINES THE EXPORT OPTION, I KNOW WE WILL IMPROVE OUR TRADING PERFORMANCE AND, I THINK, WE HAVE TO GET TO THE POINT WHERE WE ARE AUTOMATICALLY ATTUNED TO EXPORT POTENTIAL IN CONSIDERING EVERY BUSINESS VENTURE. THAT'S THE PHILOSOPHY OF OUR OVERSEAS COMPETITION, SO IT MUST BE OURS TOO.

IT IS IN THIS SPIRIT THAT I'M APPROACHING EXPORT TRADE MONTH. I, MY COLLEAGUE MR. CLARK, THE SECRETARY OF STATE FOR EXTERNAL AFFAIRS, AND OTHER FEDERAL AND PROVINCIAL MINISTERS, WILL BE TALKING TO BUSINESS GROUPS ACROSS THE COUNTRY. THERE WILL ALSO BE SEMINARS AND WORKSHOPS, TRADE SHOWS, INCOMING AND OUTGOING MISSIONS, SERVICE CLUB LUNCHEONS WITH EXPORT THEMES AND SO ON. ALL ARE ATTEMPTS TO SPREAD THE EXPORT GOSPEL. ALL ARE INTENDED TO FOSTER DEVELOPMENT OF THE "EXPORT-STATE-OF-MIND" OF WHICH I SPOKE.

AND, I CAN'T IMAGINE A BETTER PLACE FROM WHICH TO LAUNCH EXPORT TRADE MONTH. WE'RE AT ONE OF THE MOST PRESTIGIOUS TRADE FAIRS IN THE WORLD. WE'RE THE LARGEST SINGLE EXHIBITOR. AND WE'RE A WORLD LEADER IN THE TECHNOLOGIES ON DISPLAY. I KNOW YOU SHARE MY ENTHUSIASM AS I NOW DECLARE CANADA EXPORT TRADE MONTH OFFICIALLY UNDERWAY.