

STATEMENT DISCOURS

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Notes for remarks by the
Honourable James Kelleher,
Minister for International
Trade, at the Paris
International Air Show

PARIS

June 7, 1985.

Merci, Monsieur Langdon

Bonjour, mesdames et messieurs.

Je suis très content d'être ici au Bourget. J'aimerais vous adresser en français, mais c'est très évident que je ne le peux pas. So I will speak in English.

It is a great pleasure for me to be here at the Canadian Pavilion at le Bourget. It is a thrill to see so many of the products and capabilities that have made the Canadian aerospace industry so widely respected in the world.

This is the twelfth time that Canada has officially participated in the Paris International Air Show, and it is our best show so far. More than 40 Canadian aerospace companies are represented here, and your displays reinforce the excellence that you stand for.

Paris has grown over the years to become the largest and most prestigious of all the aerospace Trade Fairs. It attracts hundreds of thousands of professional visitors from all parts of the world. Paris has become the place to show and to be seen if you are anybody in the aerospace industry.

The Canadian industry, in order to remain viable, must export more than 80% of its products and services. It relies heavily on trade fair promotions to support its marketing efforts, and it is fully aware that it must present itself in a high profile way in Paris, at this massive bi-annual event, if it wants to keep its excellence and diversity known in the market.

It is excellent and it is diverse. Your product line here in Paris covers a very wide range--from the Canadarm that orbits up in space to air navigation beacons that are anchored to the ground, and everything in between, including utility STOL aircraft and Challenger executive jets. Indeed, you are in the forefront of Canadian technology, and your sophistication and innovation are spreading to other products--and other industries--as well. In the changing and competitive world we live in, this is exactly what the doctor ordered for Canada, and we in the Government are doing our best to encourage other sectors of our business community to follow your lead, to sharpen their competitiveness, both at home and in the world marketplace.

Last year Canada's aerospace industry exported three billion dollars worth of goods and services, and it employed 45,000 Canadians in meaningful high technology jobs in Canada. Your ratio of exports to total production makes you the most successful aerospace exporters in the world.

The Government of Canada believes in your industry and we demonstrate our continuing support by being with you here in Paris in this impressive pavilion. I want to congratulate you on your very fine exhibits and I would like, on your behalf, to thank my officials and the officials from DRIE, who worked with you in putting this Show together.

All of these exhibitions are expensive to participate in, in any meaningful way. Paris is particularly expensive because it has become the most popular and consequently the most competitive. It has become the kind of show that you either go into in a big way--or not at all. So we've all put a lot of money, and a lot of creative hard work, into the Canadian pavilion.

Clearly the Canadian aerospace industry must export to survive. Even with additional spending by the Department of National Defense and an upsurge in commercial activity, only a small portion of your capacity will be used in domestic consumption. We in International Trade will continue to support your industries' marketing activities through continued support in attending trade fairs and other direct marketing support. In addition we are continuing to look for marketing opportunities through arranging international agreements on cooperative programs or joint developments to meet specific export requirements.

Your industry needs export credit to maximize sales to third world countries. We will continue to provide this support to the extent possible within either EDC or Government accounts.

It is obvious that the Canadian Aerospace Industry will flourish best if barriers to international trade are eliminated. I recognize that many countries are, in fact, busily erecting such barriers as protectionist measures. We all realize that, in the long run, this will only hurt everyone, including the industries that are being protected.

As Minister for International Trade, I am committed to work to reduce these barriers. Over the past few months, I have been consulting Canadians across the country on their views as to possible means of reducing barriers to trade between Canada and the United States, and I expect to report to Cabinet on my findings before the month is out. But I am equally committed to trying to reduce barriers raised by other countries, including the European Community. It is my fervent hope that a new round of GATT negotiations can get underway next year. I do not think it would be going too far to say

that the future of the Paris International Air Show, indeed of all international trade fairs, depends on an open, orderly and dependable world trading system.

This is a magnificent Show. It is the showplace of the industry, and Canada's presence here is evidence of your commitment to excellence in aerospace technology, and of your government's faith in you as an industry. Let me say again that we on the trade side at External Affairs are there to support your marketing efforts. I congratulate you on your success to date, and I am confident that, working together, we will fly even higher in the years to come.