

Meeting the Global Challenge

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Canada's nuclear future will be shaped abroad where populations and economies are growing and the demand for electricity is increasing. A successful export strategy that subjects us to the unforgiving test of a living market will ensure we are competitive when Canadian electricity demand picks up in the future.

The benefits of nuclear energy and the advantages of CANDU® are clear and compelling. AECL is continuing its marketing efforts to realize its goal of selling 10 reactors in 10 years.

The future of nuclear energy will depend not only on our technology but must meet the test of public acceptance. Most of us are engineers, scientists, business people or project leaders and we have not focused on public opinion and public debate. This has left the field open to antinuclear activists who have perpetuated a number of myths about nuclear energy.

Our industry has a good story to tell and we must find a way to reach the general public with that story. When the public is in receipt of accurate information, it makes decisions based on reason, not on emotion.