

MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

Canadians are taking the world by storm. Our total exports reached a record level in 1996 as more and more Canadians took their products to the global marketplace.


One of the reasons for our strong trade performance is the success we have had in bringing down barriers to trade — both through the creation of the World Trade Organization (WTO) and through the North American Free Trade Agreement (NAFTA).

Better access to foreign markets means more opportunities for Canadian exporters, and therefore more jobs for Canadians. But there's more that we can do. To outline the range of activities we will pursue to further enhance access to key markets, I'm pleased to present *Canada's International Market Access Priorities* report for 1997.

Our success in the global marketplace depends on our ability to maintain and expand the framework of international trade and investment rules. That is why we are determined to ensure that the rules we have negotiated in the WTO, the NAFTA and elsewhere are respected by all of our partners. That is also why we will assert Canada's rights under these agreements and pursue new ways to increase access for Canadian goods, services and investments in key markets around the world.

Enhancing market access is a vital element of the government's efforts — as part of our *Jobs Strategy* — to increase global opportunities for Canadian exporters and investors, particularly small and medium-sized enterprises. On March 19, 1997, I presented to Parliament my report on the achievements of the government's International Business Development activities; and in April, I will release a paper on Canada's trade policy agenda that underpins our market access efforts on behalf of Canadian traders and investors.

By working tirelessly to reduce barriers to foreign markets and to promote Canadian business abroad — and the benefits of investing in Canada, we will succeed in producing jobs and growth at home.



The Honourable Art Eggleton
Minister for International Trade