



Chapter 1

Introduction



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The Global Commerce Strategy

Overview

The Global Commerce Strategy (GCS) is the Government of Canada's plan to promote Canadian prosperity in a complex global economy. It builds on Advantage Canada, the Government's national strategy for building fiscal, tax, education, infrastructure and entrepreneurial advantages at home. In implementing the GCS, the Government is working to improve Canada's international competitiveness and to support Canadian firms as they pursue opportunities in the global marketplace. The objectives of the GCS include:

- boosting Canada's share of global investment and innovation;
- expanding Canadian access to global markets and networks; and
- strengthening Canada's international commercial network.

The GCS was launched three years ago with a \$50-million annual budget. Since then, the Government has taken steps to boost Canadian companies' engagement in global value chains, increase two-way foreign direct investment, and develop international science and technology partnerships, among other targeted strategic priorities. As part of these efforts, the Canadian Trade Commissioner Service is matching Canadian capabilities with international opportunities and helping firms to integrate into global value chains.

Canada continues to pursue an ambitious trade-related negotiating agenda. Since May 2008, Canada has signed free trade agreements (FTAs) with Peru and Colombia, concluded FTA negotiations with Jordan, and tabled legislation to implement the Canada-EFTA (European Free Trade Association) FTA with Iceland, Liechtenstein, Norway and Switzerland. The Government is currently seeking advice from Canadians on developing a comprehensive economic partnership agreement with India. It has also announced that Canada and the European Union (EU) have agreed on the areas to be negotiated in a possible comprehensive economic agreement. As well, Canada has concluded negotiations on air transport agreements with Costa Rica and the EU. A Science and Technology Agreement has been signed with Brazil, and environmental assessments are under way for foreign investment promotion and protection agreements (FIPAs) with Kuwait, Bahrain, Tunisia and Madagascar. All these agreements are designed to improve Canadian companies' access to diverse markets around the world.

Under the GCS, the Trade Commissioner Service has expanded its coverage with new trade offices and more staff in Brazil, China, India, Mexico and Mongolia, as well as four new regional offices at home in Kitchener, Ottawa, Victoria and Windsor. This expansion enables the Trade Commissioner Service to reach new clients and facilitate their pursuit of opportunities in priority markets overseas.