



*A Message from the  
Honourable Pierre Pettigrew,  
Minister for International Trade*

**W**HILE CANADIANS ARE GENERALLY MODEST ABOUT OUR ACHIEVEMENTS, we can congratulate ourselves in setting new benchmarks for achievement in exporting to the world and in attracting investment. Much of this success is illustrated statistically in this report, which highlights two realities about Canada's international performance that are particularly impressive.

First, Canada continues to record trade and investment numbers that are staggering. Every day of the week we do over \$2.2 billion worth of business — exports and imports of goods and services — with the world. Some \$37 billion in direct investment flowed into Canada in 1999, bringing the stock of foreign direct investment (FDI) in Canadian wealth-creating enterprises to \$240 billion. In many instances, investment flows are closely linked with trade flows, as illustrated by the global estimate that some one half of world trade moves within the channels of affiliated companies.

In total, exports of goods and services increased some 11 percent in 1999 to reach \$412 billion, or 43 percent of Canada's gross domestic product (GDP). The payback in a nation in which one job in three depends on exports was immediate. The 427 000 net new jobs created in 1999 were the highest total since 1979, and part of this expansion relates directly to our success in global markets.

Second, the statistics illustrate the dramatic transformation toward the so-called "new economy" that has been taking place within Canada's industrial sectors and export mix in recent years. Exports of telecommunications equipment, for example, increased 11 percent in 1999. Exports from the highly sophisticated automotive products sector increased by 24 percent in 1999, reflecting the competitiveness and active investment of this sector. Exports of services generating royalty and licence fees grew 31 percent in 1999. In each instance, Canadian contenders have taken on the global champions in their knowledge-intensive sector — and have prevailed.

