

POLICY PRIORITIES

Trade

- to achieve a comprehensive and balanced outcome to current multilateral negotiations aimed at a major updating and extension of GATT, and the creation of an effective World Trade Organization (WTO);
- to implement, manage and expand the provisions of the Canada-U.S. FTA;
- to participate in negotiations with the United States and Mexico with a view to negotiating a beneficial trilateral NAFTA;
- to remain in the forefront of efforts in multilateral forums (e.g. OECD and GATT) and to ensure that trade rules strike the right balance between trade and economic growth, on one hand, and environmental responsibilities on the other;
- to promote Canadian interests and develop an open rules-based system within the Asia Pacific Economic Co-operation forum;
- to review the Canadian General Preferential Tariff (GPT) governing the access of goods from developing countries into the Canadian market; and
- to ensure that OECD Consensus Guidelines on Export Finance serve Canadian interests.

Investment and Technology

- to promote a more liberal international investment regime, particularly among OECD countries;
- to seek an improved international regime governing intellectual property rights via GATT and other multilateral forums; and
- to continue to expand and improve Canada's network of bilateral tax and investment protection agreements.

TRADE, TECHNOLOGY AND INVESTMENT PROGRAMS

Program for Export Development (PEMD)

This program provides financial assistance (up to 50 per cent of eligible expenses) to Canadian exporters with the objective of increasing export sales of goods and services. Under the program, the Government shares the cost of export marketing activities that companies could not, or would not, undertake alone, thereby reducing the risks in entering a foreign market. "Export ready" firms can undertake or participate in a variety of trade promotion activities, including foreign trade fairs, overseas visits, customer trips to Canada and the preparation of project bids. The program seeks to be responsive to the needs of the private sector, particularly small- and medium-sized enterprises.

Japan Science and Technology Fund (JSTF)

The main objective of the JSTF is to develop science and technology (S&T) links between Canada and Japan, leading to joint technology development and strategic partnerships in S&T, with emphasis on key sectors of domestic priority. Funded activities include researcher visits and exchanges, co-operative projects (such as allowing Canadian firms to participate in pre-competitive and commercial co-operative research with their counterpart industries in Japan), and institutional support (seminars, workshops, etc.).

Investment Development and Going Global Investment Programs

These programs provide information services to international investors initiating or expanding investment in Canada; international investment and strategic partner match-making services to Canadian firms, especially small- and medium-sized enterprises; and strategic information services to Canadian firms seeking to obtain expanded roles from their overseas parents.

Defence Industry Productivity (DIPP)

DIPP is the principal government program that supports participation by Canadian defence-related and aerospace companies in leading-edge international programs. Priorities continue to be based on the merits of projects initiated by the private sector.

Export Orientation Programs

These programs help small- and medium-sized Canadian companies expand into selected export markets. New Exporters to Border States (NEBS) is aimed at companies that have not previously exported. Participants may be invited to a Canadian trade office across the U.S. border for a one- or two-day course on the entire process of exporting. Experts give information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. A similar program, New Exporters to the U.S. South (NEXUS) provides information and contacts for companies that wish to expand their U.S. sales beyond one regional market.