

cultural identity was not at issue in the present case". This ability is not to be taken for granted. In the Canadian context, where we share a common language and the world's longest undefended border with a neighbour ten times our size, it is our unique challenge to "protect our cultural identity" with no possibility of achieving the economies of scale available to producers of cultural products and services that reinforce the American identity. While many aspects of the Canadian problem are unique, we believe all Members have an interest in addressing the issue squarely. For its part, Canada is committed to policies and measures to strengthen the viability of Canadian cultural industries, bearing in mind the need to ensure that Canada's rights and obligations as a WTO Member are respected.