

(ii) Directional Conclusions

- a) Concerning future communication on Global trade initiatives and FTA, it was observed that the credibility of the source requires further study. There appeared to be "no clear winner" on this issue; however, more information was sought by all respondents on both issues. Further, it was noted that information vehicles (i.e., brochures, advertising, etc.) require regional testing to determine appropriateness.
- b) Overall, respondents do not perceive the same potential cultural threat or economic damage in global trade as in the FTA.
- c) It would also appear that the current negative political climate tended to skew responses with anti-government bias: not trustworthy, credibility low, fragmented and divisive policies.
- d) Respondents, in the majority, felt that the Government role is to set framework -- context -- which does not appear to exist in respondents' minds at present for international trade/competitiveness. Further, there was no perceived link to other current government policies (i.e., GST, UIC, etc.) in the context of international trade and competitiveness; and, respondents felt that many domestic economic initiatives/policies of the government were "isolated events", with no single directional framework.
- e) Respondents believe that Government spending/adjustment/re-training for competitiveness programs must be focused and beneficial, and involve regional and local targeted initiatives.
- f) Participants believe that Canada can be competitive -- however, the key is to be "aggressive" and "assertive", lower our expectations (personal), train our youth, build on "new world" and distinctly Canadian products or high quality products i.e., high tech, telecommunications, health care, etc. vs. an "old world" resource based economy. It was noted that the environment issue is starting to play out in the area of natural resources (i.e., "cutting down trees for exporting is environmentally damaging".)