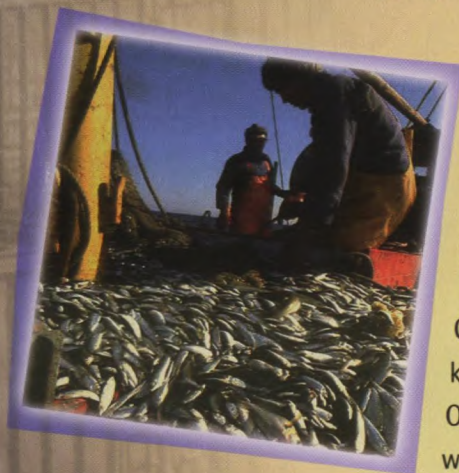




Why Trade Matters

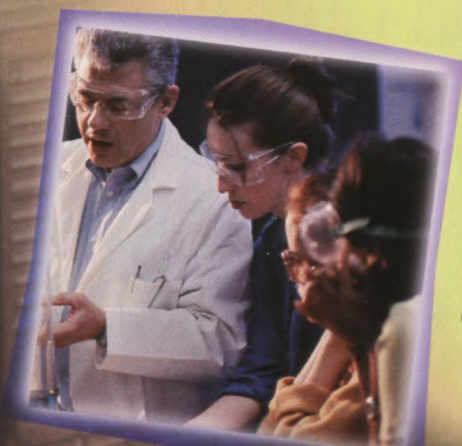
For six straight years the United Nations has ranked Canada the best country in the world in which to live. How did a country of 30 million people climb to the very top? One of our biggest boosters has been our ability to do business with the outside world. Trade enhances the quality of Canadian life. Success in the international marketplace helps give Canadians the economic energy we need to create the nation we want.



Is trade really that important to Canadians? Think about it. More than 40 percent of everything that Canadians produce is exported. In 1998, Canada shattered its own export record for the seventh straight year. We exported \$368 billion in goods and services to countries throughout the world. That is more than \$12 145 for every Canadian — kids, youth and retirees included.

Canada's increasingly complex economy — bursting with potential — can't keep growing unless we continue to develop markets outside our borders. Only one out of every 200 people in the world is Canadian. If we ignore what the other 199 have to buy and sell, Canada's cash registers will soon turn quiet and increasing numbers of Canadians will find themselves out of work. Every \$1 billion increase in Canada's exports sustains 6 000 Canadian jobs. One out of three Canadian jobs depends on exports.

*C*OMPETING TO WIN



If asked why trade matters, a Grade 5 kid might say "Canadians sell a lot of stuff to other countries, and we get a lot of money. Canadians use that money to buy stuff they need." That may be too simple an explanation for economists and adults in general, but it does get to the heart of the matter.

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