



Min. des Affaires étrangères

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- If all tariffs were eliminated across the board, global benefits would increase by nearly \$3 trillion, with Canada's share exceeding \$60 billion.

Canadians have a lot to gain from liberalized trade, and we are well placed to reap those benefits.

Our businesspeople are world-class producers, especially in the rapidly growing services sector. Engineering, environmental, management consulting, financial services, information technology, telecommunications and tourism firms have all established places for themselves in world markets.

The vast majority of Canadian exporters are small and medium-sized enterprises. For them, increased trade means additional income, higher productivity, and greater access to technology and investment. Trade helps make them more efficient and competitive.

That's why Canada is a member of the WTO and other trade agreements. The pages and pages of technical rules can seem pretty abstract to an average citizen. But these rules have a purpose: to increase opportunity and unlock potential.

Canadian consumers stand to gain tremendously from greater access to cheaper products, both domestically produced and imported. Canadian manufacturers will benefit from cheaper technology and components for their manufactured goods and inventions.

So when Canadian negotiators sit down in Geneva or other world centres to hammer out good deals for Canada, their hearts are really back home—with a P.E.I. peat moss firm that exports 95% of its production to Japan; with a Montreal consultant who designs power plants around the world; with a Winnipeg ballet company that is sweeping audiences off their feet across the United States; and with Canadian consumers, who benefit from more choice and lower prices.

Look down the street, around the corner. Many of those small firms you see are exporters. Some have been at it for years. Others are just beginning. All of them have a vested interest in sensible trade rules that allow them to expand their markets and therefore build their operations in Canada.

So the next time you read a headline about global trade negotiations, think about what it really means, about the end result of all this activity. Think of that small firm that wants to spread its wings, your neighbour and fellow citizen who also wants to be a citizen of the world.



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