

own benefit *and* that of our country, which is built on trade.

Talking about export tools, we are also quickly developing a truly comprehensive database of up-to-date, informative foreign market reports — over 500 are available now, and the number is growing. To find out about these export services and tools and many others that are available to Canadian companies, once again, simply contact our one-stop shop Team Canada Inc.

CanadExport: Trade liberalization and globalization have become the “buzz” words of the nineties. What do these concepts mean for Canadian businesses, and for Canada itself?

Minister Pettigrew: They mean a great deal indeed precisely because international trade is vital to our prosperity and well-being. Exports account for one in every three Canadian jobs, and 43 per cent of our GDP — up from 30 per cent just five years ago. And, investment in Canada and by Canadians abroad has grown even faster.

But we didn't become a leading trading nation by operating in a vacuum; we did it within the security of a rules-based trading system. Globalization is a fact of life — one that we have to understand, appreciate and manage much better than we do now — and it's not something governments or anybody else can stop.

CanadExport: In light of the WTO [World Trade Organization] negotiations in Seattle last November, where do you see future trade talks heading?

Minister Pettigrew: We've always stressed the importance of clear, transparent, fair international trade rules. These are vital for a middle economy like ours that has to compete with larger and stronger economies. This is what we were aiming for in Seattle, where the talks — they involved complex issues and 135 countries — were only suspended for lack of time, not terminated. They were a learning experience for all. So, work will resume from where we left off and we'll begin negotiations in Geneva this month, as scheduled, on agriculture and services. And, this applies not only to the WTO, but to FTAA, EFTA, APEC [Asia Pacific Economic Co-operation], and other negotiations that we will continue to pursue.

I want to stress, however, that Canada's objectives were fully reflected in the final working papers. And, as we promised Canadians, we did not, and will not, put our health and education interests on the table. We are committed to making progress on the social dimensions of trade, and ensuring that our values and social programs are protected. Globalization must have a human face. It cannot be seen as something that is happening to people

— we must make it something that is happening for people. Therefore the need for transparency where, I think, it is fair to say that Canada led the way in Seattle.

Our approach was among the most transparent — if not *the* most transparent — of any delegation. Other Canadian government departments and the provinces were not only part of our delegation, they were consulted throughout the negotiations, as were our business and academic representatives. We also met daily with our NGOs [non-government organizations] to discuss the latest developments. This is a fairly strong testament to our commitment to bring transparency to the WTO.



Minister for International Trade Pierre S. Pettigrew

CanadExport: You've mentioned WTO, FTAA, EFTA, APEC, but what about our largest trading partner, the United States?

Minister Pettigrew: Our objective is to develop the markets that offer the best opportunities for our exporters, wherever they may be. The U.S. goes well beyond being our largest trading partner. It is our major source of foreign direct investment, and it will continue to provide the stimulus for our innovation and technological advances.

We've worked hard to ensure that Canada-U.S. trade is carried out in a smooth and transparent fashion. NAFTA has established an effective, rules-based framework within which we can do business with our southern neighbours.

Indeed, our exports to the U.S. have increased by more than 80 per cent over the last five years, largely because of the stable and predictable trading environment created by NAFTA.

But we can do more. We're considering opening up new trade offices in the U.S., particularly in emerging technology hot spots, and we've added more trade professionals, especially in the investment field.

Of course, the U.S. is still where most of our companies first begin to export, so we'll be strengthening our existing assistance programs such as NEBS [New Exporters to Border States] and NEBS Plus. The first-hand experience that new exporters gain there gives them the knowledge and ability to trade in other areas around the world.

Diversity is the key to success in today's global economy. We have successful companies in every corner of the globe, and we will continue to support them.

CanadExport: Where do the Team Canada trade missions fit into the international trade picture, and do you think we'll see more missions in the near future?

Minister Pettigrew: The mission to Japan last September was my first participation in a Team Canada trade mission.

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