

enormous potential and suggest that radical change is upon us and advancing quickly. For example, it is estimated that about a quarter of inter-corporate sales will be done on-line by 2003. As the physical border loses relevance to many, the emerging reality drives us to rethink how to manage the border. The surge in cross-border e-commerce can only be realized if efficient and affordable infrastructure exists to clear and deliver these goods to the customer.

Private and Public Sector Mobilization

During the 1990's, both private and public sector groups have recognized the need for cross-border cooperation to deal with the explosion of trade and the increasing integration of our economies. On the private sector/NGO side, groups such as the Americans for Better Borders coalition, the Buffalo Niagara Partnership, Canadian/American Border Trade Alliance, the Canadian-American Business Council, the Carnegie Endowment, the Cascadia and Discovery Institutes, the Conference of New England Governors and Eastern Canadian Premiers, the Detroit Regional Chamber, the Eastern Border Transportation Coalition, the Pacific Northwest Economic Region, and Trade Corridors have all focused on issues of border facilitation, resources, transportation infrastructure and cross-border cooperation. Academic institutions along the border have also taken an active role in promoting cross-border cooperation, such as the University of Toronto and the University of Buffalo's joint web site on Canada-U.S. relations. Other private sector and NGO groups too numerous to mention have also contributed to border management efforts.

One example of private sector activism was these groups' work with Canadian and U.S. government agencies on revising