

Market Access

A predictable and open trading environment is imperative if existing and new Canadian exporters are to be competitive in today's global marketplace. Despite remarkable trade and investment liberalization over the past decade, there remain tariff and non-tariff barriers to trade, as well as the need to enhance international discipline in such areas as services, investment, customs procedures, intellectual property, government procurement, standards, competition policy, labour, environment, subsidies and trade remedies.

Canada-U.S. border security is one issue that took on particular importance in the aftermath of 9/11. The easy flow of goods and services – worth \$1.86 billion each day in 2001 – across the world's largest border is critical to Canada's trade success. The efficiency of border relations is also important when it comes to attracting foreign investment to Canada on the merits of our proximity and preferred access to lucrative U.S. markets. Canada-U.S. border relations underscore the importance of cooperation



between domestic and international stakeholders to ensure we do not lose the gains made through trade liberalization efforts going back more than a decade. Modern and efficient border management is also of vital interest to the U.S., as Canada is the top export market for some 38 U.S. states.

The Government of Canada remains committed to bringing down barriers in key markets, ensuring continued efficient access to existing markets, and modernizing shared borders. It continues to forward Canada's trade policy objectives through multilateral and regional fora, bilaterally with key trading partners, and through the negotiation of new free trade agreements.³

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NSI Global Inc.

Pointe-Claire, Quebec

In business since 1990, NSI Global is an established name in the broadband telecommunications business. NSI Global is now gaining ground in the rapidly expanding remote asset management sector. This technology enables companies to monitor industrial facilities and equipment, such as oil wellheads and trucks. NSI Global has won major clients, such as China's Ministry of Railways and PetroChina, and it experienced dramatic sales growth of 200 percent in export revenues in 2001. www.nsiglobalinc.com

³ Further details about the Government's continuing trade policy agenda are offered in *Opening Doors to the World: Canada's International Market Access Priorities, 2002* available online at www.dfait-maeci.gc.ca/tna-nac/cimap-e.asp.