

## VARIOUS INTERESTS, VARIOUS ENDS

Fitting all the pieces of a multi-track trade policy together is a challenge for the Government and other players alike. Starting from the trade policy priorities outlined above, this discussion has shown that there is more than one way to promote prosperity through trade and investment opportunities and competition; there is more than one set of rules out there; and there are many avenues, some more promising than others, for pursuing broader political or social objectives.

In practice, different objectives resonate with different client groups. Classical market access gains—tariff reductions, for example—may be particularly important to a large exporter, whereas a smaller enterprise producing a specialized good or service may be more interested in trade facilitation or ease of professional certification. Either one may be more immediately interested in international business development activities. Trade policy can only create and diversify opportunities: exploiting them is the task of a different form of government assistance.

It is not just about the interests of enterprises, either. For instance, development through trade will be seen differently by values-based organizations that emphasize simultaneous progress on normative fronts (e.g. systems of governance that favour inclusion rather than marginalization) than by those who see it purely as a matter of the terms of trade. And it is not just in the area of trade that conflicts arise over deregulatory agendas, over constraining the policy and implementation choices of governments, or over fiscal restraint in exchange for more jobs, greater competitiveness, longer-term choices and so on. To cite only one example, reconciling approaches to national security and to transnational