



International Business Development Strategy: 1998-2001
Program/Service Level Performance
(By Key Results Area)

Market Access

OUTCOME (What we want to achieve): <i>maintain and improve secure market access</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects expected results?)	Performance Measures (How do we measure progress?)	Performance Targets
Identifying, with industry, significant trade and investment barriers in priority and emerging markets • Clarification of Canada's market access priorities following analysis and consultations including sector-specific consultations • Strengthening of domestic support for trade liberalization through outreach programs and consultations • Enhancement of public understanding and consensus on trade agenda through consultation • Development of medium-term Canadian strategy for upcoming market access negotiations in multilateral and regional fora (WTO, FTAA, APEC) • Development of Canadian positions on trade policy interface with emerging issues of corporate governance, codes of conduct, trade and environment, labour, culture • Identification of irritants and responses regarding Canada/US relations through private sector consultations Negotiating bilateral, regional, and multilateral trade agreements a) Multilateral • WTO rules-based multilateral trading system strengthened by promoting greater transparency and respect for dispute settlement process • Full implementation of Uruguay Round commitments advanced • WTO membership expanded to include all major trading partners • Ground-work for the resumption of WTO negotiations on agriculture (1999) and services (2000) and possible launch of new round in year 2000 • Consultations with provinces and industry stakeholders on their interests and negotiating priorities • Completion of Multilateral Agreement on Investment negotiations • Incorporation of agriculture into OECD Agreement on Guidelines for Officially Supported Export Credits • Bio-Safety Protocol negotiations	• Performance related to bilateral and multilateral market access pursued: • traditional markets • priority markets • emerging markets • Performance related to negotiations to remove trade barriers identified by industry • Canadian priorities reflected in WTO accessions • Canadian priorities reflected in WTO work for next Round • Performance related to the resolution of trade irritants • dispute settlement • Performance in Advancing Canadian Interests Internationally • representation of Canadian interests in international fora (WTO, APEC, OECD, FAO)		