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# At Your Service: The New North America

By Gail Rockburne

**T**his article is about services.

The kind of services provided when you bought the ticket for this flight. The services used in the design of your luggage. The services you'll receive when you phone home this evening.

The modern economy is built on services, built on the exchange of information and increasing reliance on co-operation and expertise to deliver services – and the

new North America is no exception. The North American Free Trade Agreement (NAFTA) is removing barriers to trade among Canada, Mexico and the United States. That includes barriers on services, on which North America's more than 220 million inhabitants depend in their daily lives. The services industry is everywhere. Even the movement of goods requires services.

