

MORNING PRESENTATION

The Honourable Sergio Marchi Minister for International Trade

The Minister spoke on the occasion of the release of the Department of Foreign Affairs and International Trade's report *Opening Doors to the World: Canada's International Market Access Priorities-1998*. The report describes Canada's activities at the multilateral, regional and bilateral levels, in seeking improved access for goods, services and investments. It also identifies Canada's access priorities in key markets, discusses specific obstacles in several markets, and outlines Canada's approach to these obstacles.

The theme of the Minister's speech was opening doors. He opened by stating that in 1998 a Department of Trade does not have the luxury of either just promoting trade or working toward trade policy; it needs a balance of both in this competitive shrinking environment. Canada must not only open doors, but go through them and make sure they remain open. Opening doors then, is the common denominator between promoting trade and making trade policy.

Team Canada is the main government tool in promoting trade. It opens various types of doors for different actors. Firstly it opens doors to foreign markets for Canadian companies. The size and importance of Team Canada's delegation is "highly impressive to a host government." The recent mission to Latin America is a case in point. The presence of the Prime Minister, the 10 Provincial Premiers and two Territorial Leaders, as well as federal Ministers, enhanced the credibility of the 522 accompanying business people. The trade missions open doors to those companies who wouldn't have gone to these countries otherwise, or not as quickly had these doors not been open to them.

In addition to giving Canadian companies access to foreign markets, Team Canada also gives Canadian companies access to each other. This is especially important for small and medium sized enterprises (SMEs) who are able to network with bigger Canadian companies they would not have had access to otherwise.

Team Canada also opens doors between the federal and provincial governments. The Prime Minister has often said Team Canada missions are the best 10 days of the year for federal-provincial relations. Working as a team fosters goodwill and trust. Indeed, the Calgary Accord was a byproduct of a number of the Team Canada missions. For federal-provincial relations, "Team Canada is probably the best recipe that we've had in a lot of years."