

EXECUTIVE SUMMARY

On Wednesday, April 15, 1998, the *Canadian Centre for International and Development Reporting* (CCIFR) hosted **Trade and Values: Team Canada's Mission to Latin America**, a one-day event on the role of values promotion in Canadian trade policy and promotion. The event, which was supported by the *Canadian Centre for Foreign Policy Development*, was held at the *National Press Club* in Ottawa.

Trade and Values: Team Canada's Mission to Latin America brought together representatives of the media, foreign diplomatic missions, non-governmental organizations, business lobby groups and opposition parties. They addressed the questions of whether and how Canada should link trade to the promotion of values, such as human rights, protection of the environment and labour standards.

The day had three components. First was a breakfast speech by the Minister for International Trade, the Honourable Sergio Marchi on the occasion of the release of his department's report *Opening Doors to the World: Canada's International Market Access Priorities-1998*. This was followed by an informal roundtable on the trade-human rights link. Finally a luncheon speech was given by Shawn McCarthy, Economic Reporter for the *Globe and Mail*, who gave a reporter's eye view of the Team Canada missions.

The Team Canada trade missions are an initiative of the Liberal government elected in 1993 and re-elected in 1997. There have been four missions so far. The first was to China in 1995. The second was to Indonesia, Pakistan and India in 1996, and the third to South Korea, the Philippines and Thailand in 1997. The most recent mission of January 1998 was to the Latin American countries of Mexico, Chile, Brazil and Argentina. This last mission saw more than 140 companies, mostly small and medium-sized enterprises, along with educational institutions, sign a record 306 deals, worth more than 1.7 billion dollars.

Participating in the roundtable were diplomatic representatives from countries Team Canada visited on its Latin American mission (with the exception of Chile), opposition parties' international trade critics staff, along with staff from the parties' research bureaus, a representative of a major business lobby group, and a representative of a leading development think-tank. In addition two members of the media observed, as did a representative from the *Canadian Centre for Foreign Policy Development*. The above people also attended the breakfast and luncheon presentations, as did ambassadors and diplomatic representatives, representatives from non-governmental organizations, representatives of government departments, and some media.

For a full list of roundtable participants, please see Appendix A.