



SOME FINAL THOUGHTS

The key challenge for the Government is to pursue a coherent trade policy, advancing its priorities in a way that responds to the needs and wants of Canadians, within a complex and changeable international environment increasingly marked by development issues. In order to shape rather than react to developments, a nation as connected to the world economy as Canada must embrace change and show leadership in its own interest. Canada's approach must be flexible and undergo constant reassessment. Equally important, its approach must

have the confidence of Canadians. This implies working for win-win scenarios that help achieve broader goals, such as sustainable development.

In a nutshell, Canada's trade policy aims at the following specific outcomes:

- strengthening the **Canada-U.S. relationship**;
- pursuing new opportunities and better rules through the current **WTO** negotiating round, the **FTAA** negotiations, and bilateral issue management and negotiations;
- marketing the **Canada "brand"** by continuing to promote Canada as a prime investment location and as a home to innovative business partners;
- **building consensus domestically** on how to handle the difficult questions that trade and trade policy can bring to the fore;
- developing policies to **manage transitions** if necessary; and