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### RECOMMENDATION 1:

That the Government of Canada significantly elevate Europe's status in its list of global trade and investment priority regions. A concerted and effective initiative to expand our trade and investment with the countries comprising Europe and to deal more effectively with existing bilateral trade barriers and irritants is required as soon as possible.

The Government already accords a high priority to Europe in its market development activities. Each Canada Inc. department undertakes a total of over 400 European trade and investment related activities each year, among them trade missions, participation in trade shows and ministerial visits.