



The Government can pursue market access through international business development initiatives and through negotiations. International business development is what our Trade Commissioners, located in every major Canadian city and over 100 offices abroad, do every day. They listen to Canadians who want to do business abroad, and offer guidance through the rough waters. They work with the Export Development Corporation (EDC) to provide first-class export financing and insurance, and they work with the Canadian Commercial Corporation (CCC) for export contracting support when selling to foreign governments and international organizations. They stay abreast of the trade and investment policies of our trading partners and watch that these governments are playing by the rules of the game.

Sometimes the rules need to be changed. That's where our negotiators come in. I plan to keep his group very busy improving our competitive position abroad. They are currently working on a Canada-EFTA free trade agreement, WTO membership accessions, Foreign Investment Protection Agreements and a host of other initiatives outlined in *Opening Doors to the World*. They are also gearing up for FTAA and new multilateral trade negotiations by seeking the views of all Canadians.

Consulting Canadians is crucial because international trade and investment is not something that happens "out there", to "other people"; it is about local jobs and economic growth. It is what happens when an automobile is assembled in Windsor, using steel produced in Hamilton, aluminum from Quebec, zinc from British Columbia, plastics from Ontario

and electronics or computer components from across the country. Trade produces real jobs for real people. In fact, one in three Canadian jobs depends on trade. For these reasons, I strongly believe that as we prepare for new negotiations, Canadians must contribute to the process.

If you would like to learn even more about what the Government is doing to ensure that Canadians continue to succeed in international markets, I invite you to read the Government's International Business Development Plan (to be published in mid-April 1999) and the EDC and CCC Annual Reports for 1998. You may also wish to check the Department of Foreign Affairs and International Trade's website at www.dfa-it-maeci.gc.ca where we will regularly post information on issues being negotiated.

Reducing barriers for Canadians abroad is a challenging job. I urge all Canadians to help us tackle this challenge by letting us know when you encounter a problem overseas. As the Prime Minister's highly successful Team Canada missions have shown, Canada works best when we work together. I look forward to working with you to ensure that we continue to succeed in the crucial area of international trade and investment.

The Honourable Sergio Marchi