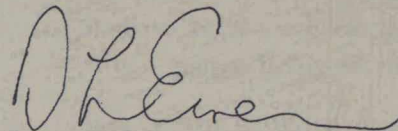


A competitive business environment that fosters innovation is key to our economic future. Through Advantage Canada, our Government is putting in place a comprehensive plan to create a more competitive and resilient Canadian economy.

As part of these efforts, my department is implementing Canada's Global Commerce Strategy, a plan to help Canadian businesses and investors compete and succeed in the global marketplace. Through it, we are helping Canadian firms build their linkages to global value chains, increase inward and outward investment, foster innovation partnerships and improve Canada's overall international market access.

This year, we achieved two significant milestones towards this goal: two new free trade agreements, one with Peru, and one with the European Free Trade Association nations of Switzerland, Liechtenstein, Iceland and Norway. Moving forward, we will continue to pursue an aggressive strategy of free trade negotiations with other strategic partners, as well as negotiations covering investment, air services and science and technology co-operation. We will also continue supporting Canadian businesses and investors abroad, by expanding our network of Trade Commissioners in key global markets, including India, China and Brazil.

Through this Strategy and the continued efforts and energy of Canadian businesses, I have every confidence that Canada will not only adapt to the competitive global economy, but thrive and prosper within it, and continue supporting the prosperity and quality of life upon which every Canadian depends.



The Honourable David L. Emerson, P.C., M.P.