

States (OAS), Canada is working to ensure that the Special Committee on Trade fulfils its new mandate to provide technical assessments of hemispheric trade policy issues. The Department of Foreign Affairs and International Trade (DFAIT) also promotes stronger commercial ties with Latin America through non-governmental organizations such as the Canada Council for the Americas (CCA).

I The NAFTA and the Multilateral Trade

Agenda — Canada will work to develop new collective approaches among NAFTA partners to deal with pressing trade policy concerns. Canada believes that the NAFTA, as a more comprehensive regime of rules than the GATT, provides an opportunity to move further and more quickly toward the goal of trade and investment liberalization while expanding the boundaries of the rules-based trading system. Indeed, in areas such as dispute settlement, investment, trade in services, and procurement, the NAFTA has already moved well beyond the kind of consensus that has been achieved at the larger and more slow-moving multilateral level.

- I **Competing for Investment** — Canada must increasingly compete for direct investment with its NAFTA partners as well as with newly emerging and high-growth economies around the world if it is to provide jobs and prosperous communities for its citizens. The Government will therefore work with industry to develop more strategic and targeted approaches to promote Canada as an investment site within the NAFTA. One technique will be to target Chief Executive Officers (CEOs) and boards of international companies, to actively encourage them to expand investment in this country. By positioning Canada as the investment location of choice for both multinational enterprises (MNEs) and smaller, globally oriented firms, and strategically targeting decision makers within these companies, the Government hopes to influence companies' investment location choices. The focus will be on presenting specific

investment opportunities based on Canada's existing and emerging regional industrial strengths (e.g. research and development relationships among universities, government laboratories and core technology-producing companies; industry's supply capabilities; etc.).

International Institutions

Organization for Economic Co-operation and Development

The Organization for Economic Co-operation and Development (OECD) is a unique forum in which 25 industrialized democracies work together to study and formulate effective economic, trade and social policies. This is achieved through mutual review of policies and policy performance and co-ordination of domestic policies, legislation and regulations where they impact on other economies, particularly in the fields of trade and investment. Through this process, the OECD helps member governments to frame their national policies and to define the broad outlines of their positions in other forums at the regional and global level (e.g. GATT, WTO, United Nations Conference on Environment and Development [UNCED]).

The medium-term priorities of the OECD are to safeguard and promote the open, rules-based multilateral trading system, while fostering understanding of new trade challenges by developing rules and disciplines that could be used in new policy areas. Priority activities of the trade committee include such issues as trade and the environment, trade and competition policy, and various domestic policy issues (e.g. agriculture, investment, industry, technology). Canada believes that progress on these new trade issues can best be achieved through initial research by bodies such as the OECD, rather than by proceeding immediately to the WTO, where the lack of a common initial understanding could lead to potential negotiating conflicts and the creation of new trade barriers.