

MODERATOR'S GUIDE

FOCUS GROUPS: EXTERNAL AFFAIRS AND INTERNATIONAL
TRADE CANADA

SUBJECT: NORTH AMERICAN FREE TRADE AGREEMENT AND
COMPETITIVENESS

LOCATION: VANCOUVER AND WINNIPEG

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1. INTRODUCTION AND WARM-UP

- everyone participates
- role of participants
- confidentiality
- one-way mirror/audio taping
- first name and occupation

2. THE ECONOMY AND COMPETITIVENESS

How do you think we compare economically with other industrialized nations in the world?

And do you think that we have kept up with other industrialized countries? In what areas have we kept up or advanced? And in what areas have we fallen behind? Why?

Now, thinking of the term "international competitiveness" what does it mean to you? What do you think of when you think of competitiveness? Is your impression positive, negative, or neutral?

Thinking of competitiveness in terms of our economy in Canada, how does Canada compare with other countries? Are we an economically competitive nation? What are our strengths and weaknesses in terms of our competitiveness?

- Probe for:
- importance of exports
 - trade relations
 - trading blocs
 - globalization of the world economy
 - economic interdependence