

## Chapter 1

# Introduction

Foreign Affairs and International Trade Canada (DFAIT) is committed to ensuring that CIMAR and its database continue to meet the needs of Canadian exporters and investors, and welcomes input on commercial barriers being encountered in foreign markets. Individual companies, industry associations and other interested organizations are encouraged to contact us with specific information on tariff and non-tariff barriers, as well as other business irritants. We invite businesses to report any problems they are experiencing to:

“Foreign Trade and Investment Barriers Alert”  
Foreign Affairs and International Trade  
Canada (CSL)

Lester B. Pearson Building  
125 Sussex Drive  
Ottawa ON K1A 0G2  
Fax: 613-944-7981

Email: [Consultations@international.gc.ca](mailto:Consultations@international.gc.ca)

### Global Commerce Strategy

The Global Commerce Strategy is the government’s overarching plan to help Canadians prosper in the global marketplace by giving them the tools and support they need to succeed in an increasingly complex and competitive global economy. It is a component of Advantage Canada, the government’s national strategy for building fiscal, tax, education, infrastructure and entrepreneurial advantages at home.

The Global Commerce Strategy is founded on the notion that higher productivity and better access to North American and global

markets will strengthen Canada’s position as a destination and partner of choice for international business. It acknowledges that, in the new global economy, businesses compete with businesses and governments compete with governments to create conditions that will help their private sectors to invest, innovate and succeed globally. The Global Commerce Strategy positions Canada to meet these competitive realities, focusing on three inter-related priority objectives and action plans:

- Reinforcing Canada’s North American advantage by facilitating exchanges of foreign direct investment, innovation and talent between Canada and the rest of the world.
- Deepening Canadian access to global markets and networks through a renewed and aggressive international trade negotiations agenda.
- Better connecting Canadian companies to global opportunities by realigning Canada’s international commercial network to meet the needs of modern, internationally engaged business.

This framework will bring a more strategic focus to our efforts to help Canadian firms secure access to markets, capital, technology and talent—one that will enable them to be more competitive and productive. The Global Commerce Strategy is the Government of Canada’s ambitious answer to the ever-changing challenges faced by Canadian business in today’s global market.