

3.2 International Trade: A Context

Having broached the major dimensions of the economy in the short and longer term, respondents were asked to respond to what they thought the term "Canada is Going Global" meant. This approach was intended to seek a top of mind and unprompted response in order to test awareness and to act as the bridge to a discussion on International Trade.

Respondents indicated that in and of itself, "Going Global" conjures up a "world stage" dimension; however, without some element of prompting or framework, the concept does not translate immediately into international trade -- with some respondents viewing it as part of an "environmental" theme (i.e., "think globally, act locally"), or simply Canada being "outward looking". Once the dimension of international trade was prompted, respondents identified the concept and its various attributes.

In this context, respondents felt that Canada should definitely be "outward" looking -- that trade protectionism in this global trade era is archaic and useless. In short, only by being viewed as open and part of the larger trade arena will Canadians have opportunities for future growth and economic enhancement -- particularly where it concerns the economy over the next decade.

In terms of the various dimensions of global trade, all of the various "globalization" movements -- such as Europe 1992 and GATT -- were relatively well known and understood fairly clearly, if not in great detail. (It was evident, in terms of regional variation, that heightened awareness was greater in Quebec of not only the concept but also the opportunities associated with global trade initiatives.)

Further, respondents volunteered that in this era of globalization, Canadians must have confidence in themselves, be more aggressive and specialize in order to be more competitive and attract foreign investment. "Europe 1992", Eastern Europe block liberation and, to a limited degree, the prospects of the Free Trade Agreement, were all seen as opportunities, in general, for hard working, motivated, determined and well trained Canadian players.