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Participants included Douglas Patriquin, President of the Canadian Commercial Corporation (CCC), an export sales and contracting agency of the Government of Canada which assists Canadian companies selling

cussions on how to make our shared border more secure."

The CME, along with its sister organization in the U.S., the National Association of Manufacturers (NAM), accepted this challenge by announcing the creation of a joint task force

Vice-President, NAM. "Second is to avoid negative economic effects from border delays."

The slowdown at the border in the coming months will have an impact on trade flows between the U.S. and Canada. Moreover, the timing disruption could cause slowdowns in production in sectors where timing has been finely tuned, for example, just-in-time (JIT) delivery sectors.

# September 11 Canadian Commercial Corporation

to foreign governments worldwide. The Corporation has a 50-year history of managing the Defence Production Sharing Agreement for Canadian suppliers to the U.S. Department of Defense and NASA.

"Today, we will be looking at the Canada-U.S. border — that physical line that literally defines Canada, distinguishes our neighbour to the south, and which plays such an important role in maintaining our relationships," said Patriquin who introduced the session.

It is the longest undefended border in the world. Tens of thousands of crossings take place each day, reflecting two-way trade worth over \$1 million a minute, and facilitating the most important trading relationship between two countries anywhere in the world.

But all is not as it once was. The assaults on New York and Washington have disrupted the normal flow of goods and people across the Canada-U.S. border.

"The September 11 events have changed our perspective and our focus while reminding us how interdependent our economic systems are," said Minister for International Trade Pierre Pettigrew.

## Safe and timely border crossings

"In the wake of recent events, it is imperative for both our economies to keep the flow of legitimate goods and people moving as smoothly as possible across the border," noted Perrin Beatty, President, CME. "At the same time, it is clear that we must also step up our ongoing dis-

on border issues. It will bring together Canadian and American manufacturing representatives to evaluate the effects that September 11 has had

## Advice for exporters

Minister Pettigrew also announced that the government is prepared to work with companies affected to address particular issues.

on border crossings and to consider specific recommendations to Canadian and U.S. officials.

"Our first concern is security," said Michael Baroody, Executive

## Creating a smart border

"As soon as we became aware of the terrorist attacks, our first priority was the safety and security of Canadians," said Martin Cauchon, Minister of National Revenue. "Immediately, the Canada Customs and Revenue Agency (CCRA) implemented heightened vigilance at all ports of entry, and we will continue to do so as long as it is needed."

In the end, despite the tragic events of September 11 and the fear and insecurity that followed, the panel participants expressed optimism and hope for the future. ★

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Export Sales and Contracting")

## Upcoming seminars

### U.S. Government procurement opportunities

HALIFAX — November 5  
TORONTO — November 6  
MONTREAL — November 7  
CALGARY — November 8

The Canadian Commercial Corporation (CCC), in partnership with federal and provincial governments, agencies and export associations, is inviting you to attend a one day seminar on U.S. Government procurement.

Canadian exporters will learn first hand from defense and U.S. civilian buying agencies about real procurement requirements anticipated over the coming years and what Canadian firms need to do to conduct business with the U.S. Federal Government.

In the wake of the tragic events of September 11, immediate and

longer-term requirements will be discussed by U.S. agencies and the Government of Canada.

The U.S. Government is the largest buyer of goods and services in the world, spending in excess of \$100 billion annually.

This seminar is an opportunity to learn about real procurement requirements being planned and anticipated over the next several years in the United States and Canada.

#### Who's going to be there?

- Senior U.S. procurement executives representing the General Services Administration, Federal Aviation Administration and Veterans Affairs.

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