At the same time, to sustain current rates of economic growth, the Asian members of APEC will need to spend collectively more than C$1.43 *trillion* on infrastructure in the next decade alone. Canada cannot afford to miss out on economic opportunities of this magnitude. Tremendous prospects exist for Canadian exporters and investors in technology, services and expertise who can anticipate and respond to the requirements of our APEC partners.

However, the burgeoning markets of Asia-Pacific bring with them daunting challenges as well: tariff and non-tariff barriers, unclear regulations, differing standards and practices, and incomplete market information.

APEC offers a central forum to address these challenges. It is a critical means by which we can improve access to some of the most dynamic economies in the world. It will help to ensure Canada's success in the markets of the Asia-Pacific, and assist the efforts of Canadian businesses to find trade and investment partners for the future. APEC gives Canada another way to open the door to Asia, by establishing the basis for future contacts and co-operation among governments and in the private sector.

By participating in APEC-related events, one cannot help but be excited by the dynamic, explosive opportunities in the region. Such forums create great possibilities for Canadian businesses.

Andrina Lever, Managing Director
Expansion International Advisory Inc. and
President, Women Entrepreneurs of Canada
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THE BOTTOM LINE: APEC OPENS DOORS

APEC benefits Canada by:

- reducing and eliminating barriers to entry of Canadian products and services in APEC markets
- increasing market transparency by establishing region-wide norms and best practices in areas such as government procurement, intellectual property rights, competition policy, and tariffs
- harmonizing customs procedures, as well as product standards and testing procedures, thereby facilitating the flow of goods and services among APEC economies
- building relationships with influential decision-makers in emerging economic powerhouses and centres of global competition
- providing a forum for co-operation to improve infrastructure in the region, to sustain economic growth and ensure a stable environment for trade and investment
- speeding up the pace of trade liberalization by bringing important new players into the global trade and economic system.