

the business sector to pay attention to multilateral issues in the lead-up to Doha was substantially more difficult.<sup>4</sup> At the same time, new parties within each society were clamouring for greater input into the development of positions for trade negotiations, into the conduct of the negotiations, and into the trade policy agenda more generally. Thus, not only did many of these countries have to conduct a broad-based consultative exercise pre-Doha, some delegations at Doha included representatives of civil society and others. Moreover, during the course of the discussions leading up to and at the Doha meetings, it became abundantly clear that, to sweeten the deal for the developing countries (and especially the least developed), the WTO's richer members would be expected to deliver—and not just trade-related technical assistance but also market access in textiles and clothing and agriculture.

While these richer multilaterally-oriented countries faced a far more complex calculation of how and why they would stand to benefit from a new round than had been the case in previous launches, and with a pledging session for expanded development assistance looming, they behaved in line with expectations as to how confirmed multilateralists would behave.

### **What is on tap for Kananaskis**

Apart from their usual focus on short-term economic growth prospects, meetings of the Group of Seven/Group of Eight (G7/8) also tend to address topical political and economic issues confronting the global community, including multilateral trade issues and systemic issues of international governance.

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<sup>4</sup> For Canada, in particular, this was an important development because the Free Trade Agreement (FTA) and its successor, the North American Free Trade Agreement (NAFTA), had largely dealt with the most pressing issues for Canada's business community, namely more secure access to the U.S. market. From a commercial perspective, the main area of interest in the multilateral trade negotiations context was therefore agriculture with Canada joining other like-minded nations in the so-called "Cairns Group", seeking to improve market access and to strengthen disciplines on export subsidies.