

Canada is one of the world's leading exporters. Exports of goods and services represent close to 46% — nearly half — of its gross domestic product (GDP). In fact, up to 6,000 jobs are supported or created for every \$1 billion increase in exports. The pay back to a nation in which one job in three depends on exports is immediate. The 427,000 net new jobs created in 1999 were the highest total since 1979, and much of this relates directly to Canada's success in global markets.

Canada's continued economic growth and prosperity is clearly linked to our trade success. Consider the following facts. In 2000, Canada posted the highest growth rate in 12 years and the ninth consecutive year of growth, the longest period of uninterrupted growth in more than 30 years, our best employment record in nearly a quarter of a century, and the best job creation record of any of the leading industrial countries.

Also in 2000, Canadian exports increased by nearly 15%. Overall, Canada traded close to \$2.5 billion per day, on average, with the rest of the world, every day of the year. We attracted a record \$93.2 billion in new foreign direct investment, a massive vote of confidence in the future of Canada's economy. And Canadians looked confidently abroad for new business opportunities, investing nearly \$62 billion to expand our global business presence.

Simply put, in 2000, Canadians had more jobs, better opportunities, and more income. And, it was trade that drove this growth, providing the means for the Government of Canada to re-invest in education and innovation, in our universal health-care system, and in our youth.

WORLD TRADE ORGANIZATION



**TRADE SUCCESS KEY TO FUTURE GROWTH**

"Success in global markets is at the heart of Canada's continued prosperity. It is also at the heart of our continued technology orientation, fuelling innovation and financing Canada's evolution from a reliance on primary resources to a more knowledge-intensive economy," says Pierre Pettigrew, Minister for International Trade.

High technology exports rose 30% in 2000, nearly twice the rate of our overall exports. Similarly, our exports of knowledge-intensive services are the fastest-growing segment of our services trade and now represent more than half of our

services exports. This success translates into high-quality jobs and a greater range of opportunity than ever for Canadians, particularly young Canadians embarking on careers in these dynamic new sectors of the economy.

The facts speak for themselves. Our position as one of the most prosperous and envied nations in the world depends on our ability to trade with the rest of the world. And, to do this we need access to markets and a level playing field for our exporters.

**CLEAR, EQUITABLE TRADE RULES BENEFIT CANADA**

As the most trade-oriented of the G-8 countries, Canada benefits significantly from an open world trading system based on clear rules. We need fair rules when it comes to international markets. Simply stated, we have to get into a market in order to sell our goods and services there. And, this is what the World Trade Organization (WTO) allows us to do. It gives Canadian companies the opportunity to show the world that they are second to none and that Canada is a great place in which to invest and do business.

The WTO is the cornerstone of Canadian trade policy and the foundation for Canada's relations with our trading partners. This is why Canada must continue to pursue the improvement of an international framework of rules that provides access to growing world markets and keeps pace with changes in technology, business practices, social systems and public interests. A new round of WTO trade negotiations is critical to attaining this ultimate goal.

