



CHAPTER 1 Introduction

There is no doubt that Canada's economy, jobs and quality of life all depend on our businesses and investors reaching out to the markets of the world to capture opportunities. International competition has been good for the economy, attracting investment to Canadian communities, spurring innovation and the creation of cutting-edge technology, and opening the eyes of Canadian businesses to the world of opportunity beyond our borders.

By extension, our future prosperity can be enhanced through government efforts to help our businesses and investors tap into global opportunities and succeed in markets around the world. These efforts involve providing support in the key global markets using the right tools and business intelligence, including timely and accurate information about trade and investment barriers in these markets.

Canada's International Market Access Report (CIMAR) is an important part of the Government of Canada's ongoing work to help firms and investors understand what they can expect in international markets, and what is being done to provide the market access they need to succeed on the world stage. Along with the accompanying Internet database—found at www.cimar-database.gc.ca—CIMAR offers the most up-to-date information on the kinds of trade barriers Canadian companies and investors can encounter in markets around the world, and is a valuable tool for them as they plan their global operations. CIMAR is also an important component of the Government of Canada's Global Commerce Strategy, which is outlined in the next section.