

CANAD EXPORT

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URUGUAY ROUND OPENS NEW TRADE VISTAS

For world trade, the 21st century began on April 15, 1994.

A 26,000-page deal was signed, bringing to an end the largest, most complex set of trade talks — the Uruguay Round — and launching the world into new vistas of growth and prosperity. The deal will generate an additional \$6 billion annually in Canadian growth.

Each Canadian enterprise can

win its share. Every Canadian business will benefit from the new way the world's business will be done.

A Framework for the Future

The Uruguay Round has succeeded in bringing world trade law into the 21st century by taking three key steps:

The means were found to resolve

long-standing quarrels over the existing trade of manufactured goods, and agricultural products.

Trade in services — which accounts for roughly a quarter of a total \$4 trillion in global trade — was brought under the purview of global trade law for the first time. The new General Agreement on Trade in Services (GATS) establishes basic norms, institutions, and procedures for the sector.

A third measure was the creation of a World Trade Organization. The WTO will become a permanent, effective, and unified centre for world trade, and for settling disputes between nations on a multilateral basis.

Building on the Framework

The Final Act also includes several key provisions of importance to all sectors.

For the first time in the history of international trade agreements, all countries have agreed on a definition of a subsidy. As a result, Canada's ability to defend against retaliatory action will be strengthened.

The Trade-Related Aspects of

Continued on page 6 — Round

Traders Get Royal Treatment

Royal Bank is making it easier for Canada's importers and exporters to access international markets with the establishment of a Trade Help Line.

From anywhere in Canada, companies requiring trade information and assistance can call the bank's Trade Help Line, toll free, at 1-800-263-9191, from Monday to Friday, 8:00 a.m. to 8:00 p.m., local time.

Through the Trade Help Line, businesses can access a pool of

trade expertise of some 180 people, who speak 25 languages, have international experience, and can assist them with their business dealings in other countries.

The news release stresses that Royal Bank trade specialists are highly skilled in areas such as letters of credit, bonds and guarantees, country risk analysis as well as innovative financial structures to help companies do business in the global markets.

\$75 M EDC-Mexico Line of Credit

Canadian companies looking to sell goods and services to Mexico will benefit from a new US\$75 million line of credit agreement between the Export Development Corporation (EDC) and the major bank in Mexico, Banco Nacional de México, S.A. (Banamex).

The line of credit is seen as a valuable marketing tool for small- and medium-size enterprises (SMEs) doing business in Mexico. They can have their transactions

qualified for financing under this credit facility through any of EDC's eight regional offices.

Dedicated to helping Canadian businesses succeed in the global marketplace, EDC facilitates export trade and foreign investment through the provision of risk management services, (including insurance), financing and guarantees, to Canadian companies and their global customers.

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