



GAYLORD LINDAL of *Viceroy Homes Ltd.* visited Japan in 1992 and came back convinced of its potential. The result of Viceroy's efforts in Japan was an export-led recovery that saw production climb from a few hundred units in the early 1990s to 1400 units in 1998-99. Staff, which was down to 100 is now at 350 and climbing. "We're shipping a value-added product, which is a major benefit to Canada. And we're shipping it to what is probably the toughest manufacturing market in the world."

GAYLORD LINDAL, PRESIDENT AND CEO,  
VICEROY HOMES LTD., PORT HOPE, ONTARIO

## CANADA'S TRADE AGENDA

Some Canadians have expressed concerns about the impact of globalized trade on Canadian commerce. Some of those concerns have been exaggerated, but many are legitimate. Change always creates challenges, and those require the full attention of governments to maximize the benefits of change and minimize its side effects.

In November, Canada will enter discussions with more than 130 member countries of the World Trade Organization (WTO) during the third WTO ministerial conference in Seattle, Washington. The Seattle meetings will look at past WTO agreements, as well as look forward to the next WTO negotiations coming up in 2000.

Active Canadian participation in these WTO sessions underscores the Government of Canada's determination to see the right rules govern business transactions around the world.

Canada is a medium-sized country. From time to time we compete against countries that like to throw their weight around. Canada cannot match the subsidies and other unfair advantages that some countries give their industries and farmers. We need rules that every country can work with. Canada can compete successfully but the playing fields must be level and the rules clear and evenly applied.

To reap the benefits of trading internationally, all players must know and agree to operate by the same rules in global markets.



*Dominion Veterinary Laboratories* exported more than 60 per cent of its pharmaceutical products 1998-99. Of its export sales, \$3.5 million went to the United States, and \$400 000 to the Middle East. Exports have grown very rapidly recently, from only \$25 000 in 1994-95 to the current level of about \$4 million. "It shows that a family-owned company can make an impact in foreign trade. Exports are a great opportunity for us."

SHELDON EARN, PRESIDENT.,  
VETERINARY LABORATORIES, WINNIPEG, MANITOBA

