



## WHAT TRADE MEANS FOR CANADA

The benefits of trade are real and tangible: jobs in our neighbourhoods and economic activity as diverse and interesting as Canada itself.

Canadian firms can be found introducing Europeans to the taste of organic wild rice, assisting health care and education in Tanzania through distance learning technology, treating wastewater in Alabama, and giving Germans innovative new ways to make electronic payments. Canadian firms are in demand, and the world is their market.

So it's no big surprise to learn that Canada is one of the world's premier trading nations. We trade about \$2.4 billion every day, representing about 43% of our gross domestic product. One in four Canadian jobs depends on exports. Canadians have embraced trade and global commerce. And global markets have returned the favour. For the past decade, Canada's trade with the world has risen year by year, contributing enormously to our country's economic stability and prosperity.

But not all the potential benefits of trade have been realized. Canada stands to gain as more markets open to our goods and our expertise, and other countries' rules become fairer and easier for Canadian exporters.

Services, for example, account for three out of four jobs in Canada, yet this is a relatively untapped market where exports promise to increase greatly as the world becomes more acquainted with the ingenuity and know-how of Canadians, and as better rules make the system more open.

Canada's participation in the World Trade Organization (WTO) and other trade agreements is all about increasing opportunities for Canadian businesses and citizens. It's about knocking down trade barriers and getting rid of confusing rules and red tape. In short, it's about unleashing the potential of Canada's exporters so that they can build better futures for their communities.



## WHAT'S AT STAKE?

Recent studies have suggested strong benefits to Canada from further trade liberalization:

- A one-third drop in agricultural tariffs could bring benefits to Canada of roughly \$100 million.
- A similar drop in industrial tariffs could net Canada another \$4 billion or more—and if the same cuts were made in tariffs on services, benefits to Canada would increase by more than \$15 billion.