

## MARKET ACCESS (CONT'D)

**OUTCOME (What we want to achieve):** Maintained and improved secure market access

INITIATIVES: EXPECTED RESULTS (The results we want)	PERFORMANCE INDICATORS (What reflects progress on key expected results?)	PERFORMANCE MEASURES (How do we measure progress?)	PERFORMANCE OBJECTIVES (How much do we try for?)
<ul style="list-style-type: none"> <li>• Providing detailed technical information on energy, mining, forestry and earth sciences issues to help Canadian negotiators reach best possible agreements.</li> <li>b) Regional:               <ul style="list-style-type: none"> <li>• Greater transparency and discipline in the application of trade remedies within NAFTA;</li> <li>• A strong start for FTAA negotiations with priority and emerging markets;</li> <li>• Momentum for trade and investment liberalization in APEC;</li> <li>• Development of uniform customs procedures and trade facilitation measures in international trade agreements (NAFTA, FTAA, EFTA).</li> </ul> </li> <li>c) Bilateral:               <ul style="list-style-type: none"> <li>• Strengthened Canadian advocacy efforts to inform the U.S. and other opinion makers of the adverse impact of protectionism, and strategic alliances with importers affected by such protectionist measures developed and supported;</li> <li>• Increased protection for Canadian investors abroad through Foreign Investment Protection Agreements (FIPAs);</li> <li>• Development of new partnerships with priority and emerging markets;</li> <li>• Expanding trade and investment links and cooperation with MERCOSUR and the EU;</li> <li>• Negotiating a free trade agreement with EFTA.</li> </ul> </li> <li><b>Resolving specific irritants and barriers to trade:</b> <ul style="list-style-type: none"> <li>• Promotion and defence of Canadian WTO rights in dispute settlement proceedings;</li> <li>• Continuous management and improvements of Canada-U.S. trade relations;</li> <li>• Minimization of the impact of Helms-Burton and similar legislation on Canadian firms;</li> <li>• Support of Canadian interests in dialogue with the U.S. regarding special import and export measures and controls;</li> <li>• Engagement of industry, provincial and sectoral interests in efforts to resolve disputes;</li> <li>• Bilateral consultative technical mechanisms used to address specific irritants with various countries</li> <li>• Resolution of specific trade barriers in priority and emerging agri-food and housing markets.</li> </ul> </li> <li><b>Advancing Canadian interests through international bodies:</b> <ul style="list-style-type: none"> <li>• Through influence in international organizations such as WTO, APEC, OECD, FAO, WCO, World Bank and Regional Development Banks;</li> <li>• In other multilateral/international fora that influence and guide international trade policy agenda, including G7, Quad, Cairns Group, Invisible Group, various FTA Trade Commissions (NAFTA, CCFTA, CIFTA), and Heads of Customs Conference.</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>• Closer collaboration with TECA partners on international trade agenda and increased trade and investment opportunities</li> </ul>