

3.2 Impact of Europe in 1992 on Canada

Having generally discussed trade, free trade, the global economy and what these would mean for Canada in terms of competitiveness, the groups were asked to think about Europe in 1992 and their perception of the unification of Europe as affecting Canada.

The positive group in Toronto felt that Europe in 1992 will mean that countries like Canada will have to become more specialized. They wanted to see Canada specialize more in the high tech communications and environmental services sectors. As well, they honed in on Canada's need to market itself strongly in Europe and that the unification of Europe is "a signal of things to come". However, they also felt that "North America as a unit must be dealt with first"; Canada and the United States must develop their Free Trade position in order to compete with Europe and the European marketplace. Participants in this group also indicated that it is necessary for Canada to become a competitive trader in the world economy. They felt that Canada should specialize and establish a niche such as Switzerland has with Swiss watches and France with its wines. "Canadian industries should become more upscale in their product lines".

The reaction to Europe of 1992 was somewhat different for the more positive group in Montreal. Though this group also viewed the unification of Europe as an indication of globalization and the need for Canada to market its goods worldwide, they also felt that "the capital will be in the hands of Europe rather than the U.S.A.". For these participants, the lack of leadership in Canada and "politicians who do not care about the population's future" was a real concern. One participant said that a preferred term for "globalization" would be "internationalization". This group in Montreal also felt that Canada experiences difficulty