

services, such as consulting and architectural services, require the movement of people among countries.

Other services, including tourism, involve the movement of the consumer to the country providing the service. Still others can only be provided if there is direct and continuing contact between the buyer and seller. In these circumstances, the supplier must have a presence in the country where the service is being provided.

Many services are incorporated in, or are integrally related to, trade in goods. Some services, like software and data on computer disks, are contained in goods. Other services, including installation, training and after-sales service, are sold together with goods. Transportation, insurance and financial services are often related to, and essential to, the sale of certain goods.

Canada's future economic growth depends on securing enhanced access to world markets for our service exports. A general reduction in trade restrictions will lead to increased demand for Canadian goods and services. This will mean even greater employment opportunities in service industries than we have witnessed over the past decade.

Industry will benefit from a greater selection of internationally competitive Canadian and foreign services. Consumers will also benefit from lower prices, greater choice and higher quality.