

Introduction

Today, commercial engagement with the world is about more than the traditional import and export of goods and services. It is also about investment—both foreign and domestic, commercial collaborations and technology partnerships. And it is about global value chains—or the development of intricate international and regional networks of finance, production and distribution across borders.

In this new dynamic, goods, services and people—fuelled by foreign capital in both directions—are flowing across borders like never before. Global competition for technology, talent and capital is elevating and intensifying dramatically.

As a trading nation, Canada's prosperity hinges on helping Canadians build links to these global business opportunities.

Businesses and investors alike must be supported by the right tools and business intelligence to help them understand and mitigate the risks of operating in foreign markets. This includes timely, accurate information about trade and investment barriers in key global markets, and about what the Government of Canada is doing to bring down these barriers.

This publication and database, *Canada's International Market Access Report* (CIMAR), is a key part of the government's ongoing efforts to help firms and investors understand what they can expect in foreign markets, and what the government is doing to provide the access they need to succeed on the world stage.

CIMAR outlines what Canada is doing to further improve access to foreign markets in 2007, and highlights the many successes achieved last year. It offers the most up-to-date information on

the kinds of trade barriers Canadian companies encounter in key markets around the world. As such, it is an important tool for Canadian businesses and investors to use in planning global operations.

It also helps the Government of Canada build commercially relevant strategies to improve Canada's access to markets and sectors around the world.

The accompanying Internet database (screenshot samples below and on page 4) of specific international trade barriers can be found at www.cimar-database.gc.ca. This website contains the most up-to-date information on how the

Search Trade Barriers

Welcome to the CIMAR database of trade barriers, which complements the 2007 edition of *Canada's International Market Access Report* (CIMAR). It is primarily targeted toward Canadian businesses investigating their export options and possibilities, in order to inform them of existing individual trade barriers they might encounter.

In using the search function below, please note that selecting multiple criteria in the search fields will only return trade barrier information that matches all selected criteria. For example, if you choose "Building Products" under Sector and "Japan" under Country, the search will return trade barriers specifically relating to Building Products in Japan.

To view all trade barriers currently in the database, please select "All" in the search fields and leave the Keywords field blank before clicking on the Search button.

Keywords	<input type="text"/>
Sector	Agriculture, Food & Beverages
Product Code	0102 - Bovine animals (live)
Country	United States of America

↑ Search for trade barrier by keyword sector, product code or country.