

services negotiations at the WTO, as well as the negotiation of services provisions in bilateral and regional free trade agreements, are thus important for Canada, promising to open up new markets to Canadian entrepreneurship, innovation and know-how.

At the WTO, Canada is working collectively with other members to improve market access for services exporters and to further enhance regulatory transparency. Issues for consideration during the talks include sectors of export interest to Canadian industry, current or potential export barriers facing Canadian services providers, improving access to countries that are key export destinations for Canadian services providers, and providing Canadians with access to quality services at competitive prices. Canada is seeking greater market access in sectors where there is considerable economic opportunity for Canadian services providers, including providers of professional, business, financial, telecommunications, computer and environmental services; Canada also wants to ease restrictions on the temporary movement of professionals. For further information, please visit http://www.wto.org/english/res_e/booksp_e/special_study_6_e.pdf (services market access issues in the context of the WTO), <http://www.dfait-maeci.gc.ca/tna-nac/TS/gats-negotiations-en.asp> (Canada's objectives in the WTO services negotiations), or <http://www.dfait-maeci.gc.ca/tna-nac/TS/bilateralregional-fta-en.asp> (Canada's participation in services market access negotiations in a bilateral and regional context).

It is important to note that barriers to services trade are not always as evident or easy to detail as those relating to goods. The international exchange of services

is more complex than the movement of goods across frontiers. It is extremely difficult, sometimes impossible, to disconnect the production of services from their consumption. This means that, in addition to more familiar cross-border trade and investment transactions, in many cases either the producer or the consumer must move in order for trade to occur. For a description of the ways in which services can be traded, please visit http://www.dfait-maeci.gc.ca/tna-nac/documents/Modes_of_Supply.pdf.

The production and consumption of services are also subject to a range of interventions by government policies, many of which have been developed primarily to serve non-trade domestic objectives such as quality of service or consumer protection. The assessment of market access in services, therefore, must be concerned with a large range of regulations and interventions that extend beyond the traditional purview of trade policy. These various regulatory and other measures can have a negative effect on market access for services. The reduction or elimination of these market access barriers is estimated to have significant potential benefits. Please visit <http://www.oecd.org/dataoecd/63/18/35415933.pdf> for further details.

In their continuing efforts to open markets to Canadian services exporters, and to make these markets more secure and transparent, Canadian services negotiators are working to help create the international framework for exciting new opportunities for Canadian businesses.