



**International Business Development Strategy: 1998-2001**  
**Program/Service Level Performance**  
 (By Key Results Area)

**Market Access**

<b>OUTCOME (What we want to achieve): <i>maintain and improve secure market access</i></b>			
<b>Initiatives: Expected Results</b> (The results we want)	<b>Performance Indicators</b> (What reflects expected results?)	<b>Performance Measures</b> (How do we measure progress?)	<b>Performance Targets</b>
<p><b>Identifying, with industry, significant trade and investment barriers in priority and emerging markets</b></p> <ul style="list-style-type: none"> <li>• Clarification of Canada's market access priorities following analysis and consultations including sector-specific consultations</li> <li>• Strengthening of domestic support for trade liberalization through outreach programs and consultations</li> <li>• Enhancement of public understanding and consensus on trade agenda through consultation</li> <li>• Development of medium-term Canadian strategy for upcoming market access negotiations in multilateral and regional fora (WTO, FTAA, APEC)</li> <li>• Development of Canadian positions on trade policy interface with emerging issues of corporate governance, codes of conduct, trade and environment, labour, culture</li> <li>• Identification of irritants and responses regarding Canada/US relations through private sector consultations</li> </ul> <p><b>Negotiating bilateral, regional, and multilateral trade agreements</b></p> <p><b>a) Multilateral</b></p> <ul style="list-style-type: none"> <li>• WTO rules-based multilateral trading system strengthened by promoting greater transparency and respect for dispute settlement process</li> <li>• Full implementation of Uruguay Round commitments advanced</li> <li>• WTO membership expanded to include all major trading partners</li> <li>• Ground-work for the resumption of WTO negotiations on agriculture (1999) and services (2000) and possible launch of new round in year 2000</li> <li>• Consultations with provinces and industry stakeholders on their interests and negotiating priorities</li> <li>• Completion of Multilateral Agreement on Investment negotiations</li> <li>• Incorporation of agriculture into OECD Agreement on Guidelines for Officially Supported Export Credits</li> <li>• Bio-Safety Protocol negotiations</li> </ul>	<ul style="list-style-type: none"> <li>• Performance related to bilateral and multilateral market access pursued:               <ul style="list-style-type: none"> <li>• traditional markets</li> <li>• priority markets</li> <li>• emerging markets</li> </ul> </li> <li>• Performance related to negotiations to remove trade barriers identified by industry               <ul style="list-style-type: none"> <li>• Canadian priorities reflected in WTO accessions</li> <li>• Canadian priorities reflected in WTO work for next Round</li> </ul> </li> <li>• Performance related to the resolution of trade irritants               <ul style="list-style-type: none"> <li>• dispute settlement</li> </ul> </li> <li>• Performance in Advancing Canadian Interests Internationally               <ul style="list-style-type: none"> <li>• representation of Canadian interests in international fora (WTO, APEC, OECD, FAO)</li> </ul> </li> </ul>		