

# ANNEX 1

## PERFORMANCE MEASUREMENT TEMPLATE

### MARKET ACCESS

**OUTCOME (What we want to achieve):** Maintained and improved secure market access

INITIATIVES: EXPECTED RESULTS (The results we want)	PERFORMANCE INDICATORS (What reflects progress on key expected results?)	PERFORMANCE MEASURES (How do we measure progress?)	PERFORMANCE OBJECTIVES (How much do we try for?)
<p><b>Identifying with industry, significant trade and investment barriers in priority 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 agendas through consultation;</li> <li>• Development of Canadian strategy for upcoming market access negotiations in multilateral and regional fora (WTO, FTAA);</li> <li>• Development of Canadian positions on trade policy with respect to emerging issues of corporate governance, codes of conduct, trade and environment, labour and culture;</li> <li>• Identification of irritants and responses regarding Canada/U.S. relations through private sector consultations.</li> </ul> <p><b>Negotiating multilateral, regional and bilateral trade agreements:</b></p> <p>a) Multilateral:</p> <ul style="list-style-type: none"> <li>• Strengthening of WTO rules-based multilateral trading system by promoting greater transparency;</li> <li>• Fully implementing the Uruguay Round commitments by all WTO members;</li> <li>• Expanding of WTO membership to include all major trading partners;</li> <li>• Resumption of WTO negotiations on agriculture (1999) and services (2000), and possible launch of new negotiations in 2000;</li> <li>• Consultations with provinces, industry and other stakeholders on their interests of negotiating priorities;</li> <li>• Broad WTO participation the work done by APEC to advance sectoral trade liberalization;</li> <li>• Expanding the Information Technology Agreement in terms of country participation, product coverage and inclusion of non-tariff measures;</li> <li>• Broadening and strengthening of government procurement disciplines;</li> <li>• Analysing the extent to which current agreements address issues arising from the use of electronic commerce;</li> <li>• Conclusion of negotiations to achieve common rules of origin for non-preferential trade;</li> <li>• Development of WTO rules on trade facilitation;</li> <li>• Concluding Bio-Safety Protocol negotiations;</li> </ul>			<ul style="list-style-type: none"> <li>• Performance related to improved 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/reduce trade barriers identified by industry:               <ul style="list-style-type: none"> <li>• Canadian priorities reflected in WTO accessions</li> <li>• Canadian priorities reflected in preparatory work for new negotiations in the WTO and FTAA</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, FTAA, OECD, FAO)</li> </ul> </li> </ul>