

10 years.

The counterpart to trade promotion is trade policy, for "if trade is the lifeblood of the economy, then access is really its arteries." Canada still faces many challenges in securing access to foreign markets. "There is still a long way to go because the world indeed is a global village, but from a trade perspective, there are still neighbourhoods that we can't enter, there are streets that we still cannot travel through, and there are stores where we cannot sell our products and our services. And the whole essence of trade policy is built at both the regional and multilateral level to do just that, to bring down those barriers and to make it more accessible to our companies." These access challenges are addressed in the just-released report. But overall, Canada is experiencing a "trade renaissance." Though we still have a lot of our "trade eggs in the American basket," the amount is far lower than it was 15 years ago. Canadian companies are thinking more internationally.

In conclusion the Minister outlined the three planks to Canadian trade strategy:

1. Open doors to new markets.
2. Promote Canadian businesses to go through the doors.
3. Work through multilateral and regional organizations for good trade policy to ensure the doors remain open.

In the questions that followed his presentation, the Minister was asked to speak about the U.S.-Canada trade relationship. Generally it is positive, he said. Ninety-five per cent of the 1 billion dollar value daily that moves between borders does so freely. Areas of friction between Canada and the U.S. on trade are dairy subsidies, salmon, wheat and softwood lumber. The last sector is also problematic for representing the "worrisome trend" of American managed trade. "Managed trade is not free trade. And managed trade is a one-way trade. And one-way trade is dead-end trade."

But the real issue of contention between the two countries is culture, much to the frustration of Canada. "When we say culture, they mean business. We mean something a little more of added value." Canada wants to express itself culturally and to have this ability protected. It is not enough to get this protection at a regional trade level, we need to take it to the ultimate arena, the World Trade Organization.

Another interlocutor, noting the recent deportation of two Canadian human rights monitors from Chiapas, Mexico, asked what Canada was doing and could do to deal with human rights issues in the context of trade. The Minister replied that Canada must not be shy as a member of the FTAA club to speak to those values, even though we are one member of 34. FTAA is more than a trade deal, there is also a foreign affairs aspect, which incorporates education, training, poverty alleviation, building up of democratic institutions, including respect of human rights. "Trade is at the centre. But trade isn't done in the abstract. Trade is obviously done in a community and in a