

## DISCUSSION PAPER

### HOW TO SECURE AND ENHANCE CANADIAN ACCESS TO EXPORT MARKETS

#### INTRODUCTION

1. Canada is a trading nation. International trade is a large and rapidly growing component of our national income - close to 30 per cent in 1983. More than 3 million jobs depend upon exports. In the manufacturing sector alone, upwards of 1.2 million persons are employed directly or indirectly in export activity. There is hardly a sector or region of Canada that is not affected by Canada's international trade performance.
2. The next decade will bring both tremendous trading opportunities and challenges to governments, the private sector and all those with a stake in Canada's trade performance. To survive and prosper as one of the world's major trading nations, Canada needs to improve competitiveness, exploit its strengths and adapt its economy to the competitive world in which we live.
3. This Discussion Paper addresses the issue of access to export markets. It flows from the document released with the government's Economic and Fiscal Statement, November 8, 1984, "A New Direction for Canada: An Agenda for Economic Renewal". In that paper, the government undertook to "examine as a matter of priority and in close consultation with the Provinces and the private sector all avenues to secure and enhance market access".
4. The purposes of the consultations proposed in this Discussion Paper are:
  - a) to elicit information, views and perceptions on the principal market access problems facing Canadian exporters, and on matters relating to access to the Canadian market;
  - b) to consider ways and means to address these problems;