



VII. FINAL THOUGHTS

The key challenge for the Government is to pursue a coherent trade policy that advances its priorities and responds to the needs of Canadians in a complex and changeable international environment.

In a nutshell, Canada trade policy aims at the following specific outcomes:

- strengthening the Canada-U.S. relationship;
- pursuing new opportunities and better rules through the WTO, FTAA and bilateral negotiations;
- continuing to promote Canada as a prime investment location;
- building consensus domestically on trade issues; and
- participating actively in programs to promote sustainable development in all its facets.

It is not enough to want the right things; the Government also wants to make policy the right way. It aims to practise what it preaches: transparency and engagement.

- **Transparency** involves taking the time to explain what the Government is doing and why.
- **Engagement** through consultation means Canadians know what is happening and can present their ideas about trade policy.

Canada's trade policy is in a phase of consolidation. The Government has already changed how it makes policy, with greater and still-expanding transparency and engagement. Informed public debate over the domestic and international repercussions of negotiating choices is already the norm. The Government already seeks broader political and social ends through its trade policy. The