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- Participants were generally concerned about the negotiating process, insisting that Canada protect its interests and not bow to the demands of the United States. There was a desire for a leadership role in the negotiating process that was characterized by toughness, resolve and a desire to get the best deal for Canada. There was significant antipathy directed at the government and politicians generally. Respondents wanted experienced, knowledgeable individuals to participate in negotiations for NAFTA.
 - Caution should be exercised in communications surrounding particular components of the negotiating process and a potential agreement. Participants expressed concern about negotiations involving Canada's natural resources, particularly energy and water. All opponent groups mentioned energy as a sensitive area (driven by negative perceptions regarding energy and the Canada - U.S. Free Trade Agreement). Participants in Winnipeg and Vancouver also expressed concern about the export of Canadian waters.
 - Little recognition of potential Mexican exports was evident among participants. All groups had difficulty identifying Mexican goods or services that might be imported to Canada. There was significantly more discussion about Canadian exports to Mexico, notably agricultural products, natural resources, technology and technological expertise.
 - No consensus emerged on which of the three countries would benefit most from a North American Free Trade Agreement. Significant anxiety about the United States was expressed (driven by a view that the U.S. got the better deal in negotiations for the FTA), although moderate supporters were prepared to

