

flexibility. Overall, Canada supports the multilateral trading system and perceives it as a source of stability and security in commercial transactions. Exporters in the cultural sector need this stability and security just as other industrial sectors need it. At the same time, Canada wants to preserve some flexibility to implement domestic policy that will meet cultural goals within Canada. The question then is how do we get this flexibility. Rules can limit Canada's ability to implement domestic measures. No rules, however, result in uncertainty and thus also limits Canada's ability to implement domestic measures. Given that the United States will continue to oppose cultural protection, given that more and more Canadians seek to export, given that rules create a framework within which to operate, and given that in most other sectors Canada has supported trade-related rules, Canada should seek to negotiate international norms and rules for culture. This process will likely take place at the WTO, so Canada should be ready to take a lead role. Canada has the opportunity to lead the discussion at the WTO, and perhaps to suggest new mechanisms to address the issue of how nations can implement appropriate domestic policy in the area of culture and at the same time implement policies that are not opposed by other trading nations. This does not prevent Canada from negotiating a separate agreement on culture; however, Canada's should not allow this process to divert its energy from the process at the WTO.