



Minister for
International Trade

Ministre du
Commerce extérieur

COMMUNIQUÉ

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MEMBERSHIP OF THE FINANCIAL SERVICES SAGIT

The Minister for International Trade, the Honourable James Kelleher, today announced the membership of the Sectoral Advisory Group on International Trade (SAGIT) that will deal with the financial services industry.

As announced on April 25, 1986, this SAGIT will be chaired by Mrs. Jalynn Bennett. Mrs. Bennett is Vice-President - Corporate Development, Manufacturers Life Insurance Company of Toronto. She is also a Director of St. Mary Cement Co. Ltd. and a member of the Economic Council of Canada. Mrs. Bennett is a member of the Ontario Manpower Commission. From 1982 to 1985, Mrs. Bennett was Director of the Toronto Society of Financial Analysts, and Chairperson of its Public Affairs Committee. Finally, Mrs. Bennett was a member of the Ontario Government Task Force on Employment and New Technology.

The financial services industry advisory group will provide advice to the Minister for International Trade, and through him to the government, on market access and trade promotion issues of concern to the industry.

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Mrs. Bennett will hold the first meeting of her advisory group in Ottawa, in July.

Attached are:

- the membership list of the Financial Services SAGIT;
- background information on the international trade advisory committee system.

For further information please contact:

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Sectoral Advisory Group On International Trade (SAGIT)

Financial Services

Chairperson: Mrs. Jalynn H. Bennett
Vice-President - Corporate Development
The Manufacturer Life Insurance Company
Toronto (Ontario)

Members:

Mr. Thomas Courchene
Professor of Economics
University of Western Ontario
London (Ontario)

Mr. Gordon Cunningham
Executive Vice-President and Chief Operating Officer
Trilon Financial Corporation
Toronto (Ontario)

Mr. André Desaulniers
Président du Conseil et Chef de la Direction
McNeil Mantha Inc.
Montréal (Québec)

Mr. Gaétan Drolet
Vice-President and Chief Counsel
Laurentienne Générale Compagnie d'Assurance Incorporée
Montréal (Quebec)

Mr. Anthony Fell
President and Chief Executive Officer
Dominion Securities Pitfield Ltd.
Toronto (Ontario)

Mrs. Alix Granger
Vice-President
Pemberton Securities
Vancouver (British Columbia)

Mr. Teunis Haalboom
Chief Executive Officer
The Cooperators Group Ltd.
Guelph (Ontario)

Mr. Gilles Mercure
Consultant
National Bank of Canada
Montréal (Québec)

Mr. Oscar Mercure
Président
Assurance-Vie Desjardins
Lévis (Québec)

Mr. David Morrison
Senior Vice-President
Corporate Research
The Great-West Life Assurance Company
Winnipeg (Manitoba)

Ms. Jo-Anne Raynes
Vice-President, Credit
Lloyds Bank Canada
Toronto (Ontario)

Mr. Struan Robertson
President and Chief Executive Officer
Central Trust Company
Halifax (Nova Scotia)

Ms. Helen Sinclair
General Manager
Planning & Registration
Toronto (Ontario)

Mr. Geoffrey Styles
Vice-Chairman
The Royal Bank of Canada
Toronto (Ontario)

Mr. Benjamin Voth
President and Chairman of the Board
First Heritage Saving Credit Union
Abbotsford (British Columbia)

Mr. Christopher Wansbrough
President
National Trust Company
Toronto (Ontario)

BACKGROUND

The International Trade Advisory System

The Policy

The Government is committed to rebuilding the bridges of dialogue and consultation between Ottawa and the rest of Canada. It is looking for collective, and not unilateral effort. It perceives this to be the key to economic renewal and is determined to act on this belief.

Since our economy is heavily dependent on exports, one of the main topics for discussion in this dialogue is international trade.

The Means

The International Trade Advisory System provides a special framework for consultations between government and the private sector. It consists of (a) the International Trade Advisory Committee (ITAC), composed of approximately 40 members, and (b) the Sectoral Advisory Groups on International Trade (SAGIT), which are 15 groups representing sectoral interests. The two structures together form the principal channel by which the government can obtain advice from the private sector and the private sector can talk directly to government on international trade issues.

The ITAC, set up in January 1986, meets four times a year. The SAGIT announced in February 1986, will meet at least quarterly. In announcing the chairpersons of the 15 SAGIT, the Honourable James Kelleher, Minister for International Trade, has put in place this new consultative system.

Members of ITAC, and SAGIT chairpersons, were appointed by the government in consultation with the private sector. The Minister will appoint committee members in consultation with the appropriate chairperson. Both the ITAC and the SAGIT are responsible for setting their own agendas as well as responding to issues on which the Minister seeks advice. All members serve without remuneration.

Members of ITAC serve in their individual capacities but bring to the advisory role their background and expertise from various regions and sectors of Canadian society. ITAC members include persons from business, labour, consumer, cultural, and research groups as well as the academic community. ITAC deals with broad national issues related to international trade access and marketing matters.

Members of SAGIT, on the other hand, have been chosen for their expertise and knowledge in their particular sector. They will speak as representatives of that sector.

Sectoral Advisory Groups in International Trade include the following:

- agriculture, food and beverage
- fish and fish products
- minerals and metals
- energy products and services
- chemicals and petrochemicals
- forest products
- industrial, marine and rail equipment
- automotive and aerospace
- apparel and fur
- textiles, footwear, and leather
- consumer and household products
- communications, computer equipment and services
- financial services
- general services
- arts and cultural industries

International Trade Issues

The Minister for International Trade and the Department of External Affairs are responsible on behalf of the Government for a wide range of policies and programs governing economic and trade relations with other countries. The Minister and the Department are responsible for the administration of legislation governing international trade. These responsibilities are carried out with the purpose of providing the framework for the conduct of Canadian business internationally and assistance to the Canadian private sector in selling their products and services in other countries.

This objective is achieved in a variety of ways including discussions and negotiations with other national governments. The particular issues to be pursued with other governments in multilateral and bilateral fora are determined by what priorities and trade-offs best serve the Canadian economy and particular sectors within the economy. It is of vital importance to the Government to have the benefit at all times of advice and information from the private sector as to their needs, interests and priorities as the basis for determining the policies and programs of the government.

The Government has adopted a National Trade Strategy which reflects a consensus of the private sector and provincial governments. That strategy has three dimensions; firstly, to improve the international competitiveness of the Canadian economy; secondly, to improve access to markets in other countries; and thirdly, to improve the effectiveness of our international marketing efforts. In each of these three dimensions a number of initiatives have been undertaken by the Government over the past year. These initiatives have taken into account informal consultation with the private sector and the provinces. The implementation of the initiatives and consideration of further initiatives will be greatly enhanced by the establishment of the ITAC and SAGIT system for consultation.

A number of steps have been taken to improve international competitiveness, in particular, export financing. Further decisions are pending and other initiatives will be considered.

On access, there are three major areas on which initiatives have been undertaken. The first has been to propose to the United States that we enter into trade negotiations with the purpose of reducing or eliminating existing tariff and non-tariff barriers between the two countries. This initiative has been defined as the pursuit of a comprehensive bilateral trade agreement which would be fully compatible with our multilateral obligations under the GATT. The second major initiative has been to participate with some ninety other countries to obtain a consensus to enter into multilateral trade negotiations to further liberalize trade among all participants. Thirdly, the Government is pursuing a number of bilateral discussions with major trading partners to improve access for Canadian goods and services in those markets. The advice of the ITAC and SAGIT will be of particularly critical importance in the context of any trade negotiations that evolve.

On marketing, the Government has introduced a comprehensive marketing strategy, in consultation with the private sector and the provincial governments. This strategy includes the establishment of export and market share objectives in all markets and the identification of priority opportunities and the means to pursue these opportunities in our major markets covering some 95 per cent of our current exports. A variety of innovations

have been made to rationalize federal/provincial cooperation in pursuing export opportunities and to provide improved service to the private sector.

In all three dimensions of the National Trade Strategy there is a continuing need to ensure that the policies and programs are responding to the needs and priorities as perceived by the private sector and that there is a total team approach to the pursuit of these objectives. The ITAC and SAGIT system provides a comprehensive structure to ensure that the views of the private sector on broad national issues, or particular sector priorities, relating to international trade are discussed with the Government.

The ITAC and SAGIT structure provides the most complete means of consultations ever provided on international trade in Canada. The structure is, however, in addition to the consultation and dialogue that will continue between government and the private sector, both with individual companies and with associations.

The Department of External Affairs

ITAC and SAGIT both report directly to the Minister for International Trade. They will be assisted in their work by the Minister's department through Bob Richardson, Deputy Minister for International Trade and through Dwayne Wright, Senior Advisor and Co-ordinator of the Department of External Affairs' Trade Advisory Committee Secretariat.

The Department of External Affairs is responsible for co-ordinating ITAC and SAGIT meetings and for providing briefings to assist these committees in their deliberations. Arrangements will be made for the SAGIT to work directly with the Trade Negotiations Office in relation to either the Multilateral or Canada/US trade negotiations as they are undertaken.

Senior officials within the Department will be pleased to address the business community to explain the new consultative mechanism and to address trade issues of special interest to different sections of this community.

Conclusions

The Minister strongly urges the private sector to use the consultative mechanism now in place and to make it work to its advantage. Access to expanded markets is the goal. Dialogue will get us there.