



CONFERENCE NOTES

Concurrent Session: How to take advantage of trade agreements in the 21st century

Moderator: Alexander R. Malaket, CITP

Guest speakers:

- Cindie-Eve Bourassa, Deputy Director FTA Promotion Task Force, [Global Affairs Canada](#)
- Maxim Berdichevsky, CITP, Deputy Director, Trade and Investment, [Global Affairs Canada](#)

Further Resources:

www.international.gc.ca/CETA

[My TCS](#)

[WTO Rules](#)

[CANexport Program](#)

[CETA FAQ](#)

Know the difference between trade promotion and trade policy

Maxim:

- Trade agreements are important because they outline how countries trade, what the rules are, and how businesses can interact there
- Trade commissioners are here to help you
- WTO is a multilateral agreement
- Optimists say 'look how far we've come'
- Critics say 'look how long we've argued over it'
- Glass half-full 'we've accomplished a lot'
- Regional FTAs, ex: TPP, Pacific Alliance
- Narrowest FTAs are bilateral – Canada has 7

Cindie-Eve:

- CETA now provisionally applied
- Tariffs came to 0 as of Sept 21, 2017

- Job at TCS is to let you know how you can take advantage of CETA
- There is demand in EU for Canadian products
- There will be workshops across the country for businesses to learn about CETA
- BWIT – women owned enterprises abroad programs
- Firms might think FTAs only benefit large organizations but SMEs can take advantage of them too
- CANexport program helps fund market entry for SMEs (loans, grants)
- It's important to engage all walks of life in trade (women, minorities, aboriginals, SMEs, etc)

What is progressive trade?

- Comprehensive trade agreements that deal with a whole range of issues, not just tariffs
- Trade agreements used to be only about goods and tariffs until GATT
- Afterwards they also include provisions for investment, IP protection, environmental protection, they are now comprehensive trade agreements
- “the agreement isn't the game” – in the NHL, the game isn't in signing the deals for the players, it's in what happens next
- It's important for GAC to tell our success stories - too few are being publicized
- Trade happens all around us
- TCS are purveyors of second opinions – they are there to provide advice that helps companies make better business decisions
- You can depend on trade commissioners, but don't – ultimately business decisions and due diligence is up to you
- Talk to trade commissioners to let them know what's working and what's not (policy) so that they can help change things
- We live in a world of technical barriers to trade which are more problematic than tariffs
- These are now being addressed in FTAs
- When a new FTA comes out don't just read the tariff schedule, read the whole agreement from cover to cover, line by line

How can companies find out how FTAs can eliminate burdens for SMEs?

- www.international.gc.ca/CETA
- On website there are toolkits, info on rules of origin, guide to exporting to EU, tariff finder

Would WTO rules come into effect if NAFTA is eliminated?

- Yes, but not everything covered in NAFTA is in WTO

What resources are available to SMEs?

- 161 countries have locally-based trade commissioners
- Get in touch BEFORE you enter a new market
- Consult with other partners
- Focus on one thing – don't try to do too many things – find out where the most potential is for your business
- You will still have to invest the time
- Regional networks can help – Export Readiness Tool

Trade agreements don't just happen overnight

- Bad = not responsive to changing environment
- Good = gives businesses a chance to consult
- Talk to your trade commissioner, your MP and your ministers to affect change
- When we decide which regions to target for FTAs we need to go wherever it will be most effective for the 33 million Canadians, not just individual industries, businesses

If you meet with a trade commissioner in Canada they can help you to see if a region will or won't work for your business/ products – go to My TCS: <http://tradecommissioner.gc.ca/secure-securisee/sign-in-inscrivez-vous.aspx?lang=eng>

We have the best Trade Commissioners Service in the world!

Any new programs like BWIT to support other groups?

- Not currently, but consultations are currently happening to find out what they need to build programs, support resources

In Canada:

1 in 6 jobs are linked to trade

Find your trade commissioners online – you can get the full list by sector and region

80% of the world is covered by some sort of trade agreement

Read them and ask for clarity when needed!

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