

Updating Canada's Global Commerce Strategy  
Private Sector Consultations  
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**Access to Support Services – Preliminary Observations**  
Aide-mémoire

P. Luc Dupont, President, UNAK- International Advisory Group  
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Supporting businesses engaged in foreign markets.

- 1) It might be desirable for Canada to engage economic and commercial diplomatic efforts in a manner similar to the approach adopted by Australia, another resource rich economy, which has been engaged with consistency and continuity in a long term positioning strategy in Asia which have generated great benefits.
- 2) The organization of trade missions should be integrated in a broader strategy. They cannot be ends in themselves.
- 3) Markets like India, China or Brazil are not for everyone. The promotion of these markets should be accompanied by a solid 'how to' training unless tolerance to risks is very high.
- 4) To maximize the benefits associated with Free Trade Agreements, businesses need to be prepared to the new environment created by these accords. Some companies will be subject to heighten competition in the Canadian market. What will need to be done to adapt to this new environment? The upgrade process engaged in the stages leading to the implementation of the North American Free Trade Agreement (NAFTA) is worthy of being reminded namely in the context of the likely conclusion of a Free Trade Agreement with Europe.

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