



Sunday, September 30 – Tuesday, October 2, 2012

Room 202, Robert Sutherland Hall (Main Floor)  
138 Union Street, Queen's University, Kingston, ON



Trade policy is central to the formulation of government strategies to ensure Canada's future prosperity. The trade policy environment is rapidly changing, however, as the centre of gravity in global governance continues to shift from the North Atlantic, and its focus on the major powers of Europe, to the countries that ring the Pacific. The emergence of China as a major player in all dimensions of global life—economic, diplomatic, military, cultural and environmental—motivates the current reorientation of Canadian trade policy strategy. That challenge is the focus of this course.

Current and future trade negotiations are addressing issues that stretch our understanding of the meaning of "trade policy". New trading partners alter the shape of the negotiation environment; new approaches need to be found to advance Canadian trade interests. Canadians can use their diplomatic skills to influence the evolution of trade agreements, but Canadian leadership will depend on our analytic contribution not our economic weight. The purpose of this course is to help a new generation of federal, provincial and territorial trade policy practitioners to develop the analytic skills that the country needs. It is intended for mid-level officials who already have some experience with the basics of trade policy and negotiations .

The substantive focus of the course will be on opportunities in China; the analytic focus is on firms. When national competitiveness is invoked as a policy objective, trade experts have learned to retort that countries don't trade, firms do. This focus on the importance of the firm in international trade is consistent with the most recent developments in trade theory, but policy needs to catch up. Recent work on what some call the "new new trade theory" focuses on the trading behaviour of individual firms, making a tight link between trade and productivity. Given the centrality of productivity to Canadian public policy, this course will help participants begin to think about a *new new* trade policy and provide them with the analytic tools to enhance their trade policy formulation skills.

Growth in the world economy is increasingly coming from Asia, creating new opportunities for Canadian exporters, importers, investors and consumers, along with new challenges for Canadian policy makers. Canadian trade strategy must take account of the familiar story about new players (e.g. a growing middle class in China and India), technological change (which will have an effect on what is traded and where) and new business models (global value chains will lead to more goods and services crossing more borders more often, with attendant potential for conflict associated with policy externalities crossing borders).

Thinking about firms not just industries, and thinking about new partners in Asia, will lead to exciting new

opportunities for Canadian trade negotiators. It will also create challenges. Explaining the new agenda to traditional interlocutors in business and other trade ministries will not be easy. Developing new models and data sources will also be difficult. But the payoff is the opportunity for more targeted trade policy and trade promotion. Even more important, the new new theory places trade policy at the heart of the government's productivity agenda.

The emphasis of the course will be on trade strategy as a specialized mode of policy analysis, with seminar discussions in small groups focused on Canadian trade policy strategy in China. The course will expand knowledge of, and capacity to use, statistical, analytic and communications tools to formulate trade policy strategies and prepare for negotiations, with particular attention to issues on the *new* new trade policy agenda. Background reading material will be available on a special web page for participants in advance.

Expected enrolment is 40 people. The cost of \$1,750 plus HST includes all meals and teaching materials. Travel to and from Kingston, as well as two nights' accommodation, will be the responsibility of the participants.

**Contact:** Chris Cornish, Events Coordinator

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 <a href="#">Theme</a>	 <a href="#">Agenda</a>	 <a href="#">Speakers</a>	 <a href="#">Background Readings</a> <small>(available in late summer)</small>	 <a href="#">Hotel Info</a>	 <a href="#">Registration</a>
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### Sunday – September 30, 2012

2:00 pm	<b>Welcome and Introduction</b> <i>John M. Curtis</i>
2:15 pm	<b>Trade policy as economic policy</b> Given patterns of growth in the world economy, where are the opportunities for Canadian exporters, importers, and investors? How can trade enhance Canadian innovation and productivity? What do we mean by trade policy strategy? <i>John M. Curtis</i>
3:00 pm	<b>Use of data and economic models in trade policy formulation</b> This session will offer a refresher on the data sources available, notably from Statistics Canada, and how quantitative models can underpin trade policy analysis. Participants who bring a laptop will have an opportunity for hands-on work with data. <i>Dan Ciuriak , Shenjie Chen</i>
6:00 pm	<b>Dinner</b>  Keynote: Trade Policy in Washington <i>Gary Horlick</i>

### Monday – October 1, 2012

8:30 am	<b>Introduction to the new new trade theory</b> <i>Beverly Lapham</i>
9:15 am	<b>Introduction to the new new trade policy</b> <i>Robert Wolfe</i>
10:15 am	<b>Trade policy as foreign policy</b> What purposes does trade policy serve in a world of states? How will the growing economic weight of China shift the centre of gravity of all global institutions to the Pacific? What are the negotiation options? What are the political objectives of the principal institutions? <i>Robert Wolfe</i>
10:00 am	Break
11:00 am	<b>A firm-level perspective on trade</b>

11:00 am	<b>A firm level perspective on trade</b> How do Canadian firms navigate emerging markets, such as Brazil? <i>Peng Sang Cau</i>
11:45 am	<b>First Group meeting</b> Participants will be assigned to groups with a seminar leader and a subject expert to discuss the <i>new</i> new trade policy implications of an case study of Canadian trade with China.
1:00 pm	<b>Lunch</b>  Keynote: <i>How Canada and China look at each other</i> <i>Yuen Pau Woo</i>
2:30 pm	<b>Trade and trade policy in a global value chains world</b> Why are economists and policy makers starting to pay attention to global value chains? How are they organized? What policy challenges do they entail? <i>Ari Van Assche</i>
3:30 pm	<b>What a trade strategy looks like</b> <i>Don Stephenson</i>
4:15 pm	Break
4:30 pm	<b>Second Group Meeting</b>
6:30 pm	Informal Dinner in groups (Opportunity to work on the presentation)  <b>Evening free for networking</b>
<b>Tuesday – October 2, 2012</b>	
8:30 am	<b>Matching trade policy objectives with trade policy tools</b> <i>Terry Collins-Williams</i>
9:30 am	<b>Policy coordination on trade policy in Ottawa and Beijing</b> <i>David Elder</i>
10:15 am	Break
10:30 am	<b>Where does trade policy fit in provincial economic priorities?</b> <i>Craig McFadyen</i>
11:30 am	<b>Third Group Meeting</b>
12:30 pm	Lunch
1:30 pm	<b>Trade policy communications and consultation</b> <i>Velma McColl</i>
2:30 pm	<b>Final group meeting</b>
3:30 pm	Break
3:45–4:45 pm	<b>Roundtable: implications of the new new trade theory for Canadian trade policy strategy with China</b> Participants will be asked to identify the implications of their seminar discussions for the medium term evolution of Canadian trade policy with China <i>Moderators: federal official, provincial official, and/or a business representative (tbc)</i>



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## Speakers and Instructors:

**Peng Sang Cau**, President and CEO, Transformix Engineering Inc.

**Shenjie Chen**, Head of Research Projects Unit, Office of the Chief Economist, Department of Foreign Affairs and International Trade

**Dan Ciuriak**, Former Deputy Chief Economist, Department of Foreign Affairs and International Trade

**Terry Collins-Williams**, Senior Associate, Centre for Trade Policy and Law, Former Director-General Multilateral Trade Negotiations, and Lead Canadian Negotiator, Non-Agricultural Market Access (NAMA), Department of Foreign Affairs and International Trade

**John M. Curtis**, Adjunct Professor, School of Policy Studies, Queen's University; Founding Chief Economist, Department of Foreign Affairs and International Trade

**David Elder**, Adjunct Professor, School of Policy Studies, Queen's University; Former Assistant Secretary to the Cabinet, Machinery of Government, Privy Council Office

**Gary Horlick**, Attorney-at-Law, Washington, D.C.; former International Trade Counsel, U.S. Senate Finance Committee; former Head of Import Administration, U.S. Department of Commerce; member or chair of numerous trade dispute settlement panels.

**Beverly Lapham**, Professor, Department of Economics, Queen's University

**Velma McColl**, Principal, Earncliffe Strategy Group; Former Senior Policy and Communications Advisor to Federal Ministries of Environment, Industry, Health and Fisheries & Oceans

**Craig McFadyen**, Assistant Deputy Minister, Economics and Justice, Intergovernmental Affairs unit, Cabinet Office, Ontario

**Don Stephenson**, Chief Negotiator, Canada–India; former Assistant Deputy Minister, Trade Policy and Negotiations, Department of Foreign Affairs and International Trade

**Ari Van Assche**, Associate Professor, Department of International Business, HEC Montréal

**Robert Wolfe**, Professor, School of Policy Studies, Queen's University

**Yuen Pau Woo**, President and CEO, Asia Pacific Foundation of Canada