



October 26 – 28, 2014

Robert Sutherland Hall, Room 202
Queen's University, 138 Union Street, Kingston, ON

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Trade policy is central to the formulation of government strategies to ensure Canada's future prosperity. The trade policy environment is rapidly changing, however. Trade strategy must take account of new players as the centre of gravity in global governance continues to shift to the countries that ring the Pacific, of technological change that alters what things are traded, and of new business models as production fragments into global value chains. Recent developments in trade theory help make sense of this rapidly evolving trading system. The purpose of this course is to help a new generation of federal, provincial and territorial trade policy practitioners to acquire the skills and perspectives needed to develop trade negotiation strategies. **The course is intended for mid-level officials who already have some experience with the basics of trade policy and negotiations.**

The geographic focus of the institute this year will be on how Canada can maximize its benefits in the dynamic Asia/Pacific region having regard both to the emergence of China as a major player in all dimensions of global life—economic, diplomatic, military, cultural and environmental—and to the imperative of ensuring that new trading arrangements enhance rather than undermine our primary relations with the United States. An ambitious 21st century trade agenda will include such issues as regulatory cooperation, clean technology, and movement of people. Trade negotiators must develop strong links with the domestic officials and stakeholders engaged in these diverse areas.

Drawing on the experience of former multilateral negotiators and trade experts, the training objective for the course is to develop the ability to think strategically in developing negotiation objectives. The emphasis 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 key areas. The course will expand knowledge of, and capacity to use, analytic and communications tools to formulate trade policy strategies and prepare for negotiations, with particular attention to issues on the new trade policy agenda. Participants will be divided into groups of 8–10 for the seminars, which will be lead by former trade policy practitioners. Background reading material will be available on a special web page 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.



Agenda

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THEME

Sunday – October 26, 2014

Room 202, Robert Sutherland Hall, Queen's University, 138 Union Street, Kingston [\[MAP\]](#)

2:00 pm	<p>Welcome and Introduction How trade contributes to growth in the Canadian and world economies Practical implications of the G20 Trade and Growth Strategy: domestic objectives and trade strategy <i>John M. Curtis</i></p>
2:45 pm	<p>Matching trade policy objectives with trade policy tools and negotiation strategies This session will introduce the themes for the seminars, framed in terms of how to prepare for the launch of a chapter in a new trade negotiation. <i>Terry Collins-Williams</i></p>
3:30 pm	<p>Break</p>
3:45 pm	<p>Introduction to the <i>new new</i> trade theory How have the new firm-level trade models changed our understanding of trade flows? What is the connection between trade and productivity? What are some of the main implications for trade policy? What does firm-level data look like, where is it, and what can trade negotiators do with it? <i>Beverly Lapham</i></p>
4:45 pm	<p>What a trade strategy looks like Developing strategic approaches to trade negotiation having regard to the interdependence of trade liberalization and domestic policy reform. <i>Don Stephenson</i></p>
7:00 pm	<p>Dinner Grandview Room Delta Kingston Waterfront Hotel 1 Johnson Street, Kingston, ON [MAP]</p> <p>Keynote: Trade Policy in Washington Trade policy implications of the Obama's Administration's pivot to Asia <i>Gary Horlick</i></p>

Monday – October 27, 2014

Room 202, Robert Sutherland Hall, Queen's University, 138 Union Street, Kingston [\[MAP\]](#)

8:30 am	Trade and trade policy in a global value chains world How do Canadian firms participate in global value chains? What are the policy implications? Using practical examples the session will include suggestions on how the new thinking applies to trade negotiations. <i>Ari Van Assche</i>
9:30 am	Implications of new trade models for Canadian trade negotiations Given the policy implications of the new new theory and global value chains models, what are the options for trade negotiators? What have we learned from proliferating bilateral, regional, plurilateral and multilateral negotiations, notably in Asia? <i>Robert Wolfe</i>
10:15 am	Break
10:30 am	Small group seminars: applying the global value chains and heterogeneous firms concepts Participants should be prepared to discuss how a concrete problem in their work can be reframed in light of these contemporary trade theories.
11:30 am	Policy coordination on trade policy in Ottawa and Asian capitals Issues on the trade agenda now involve the provinces and many domestic departments. How do trade negotiators work with the responsible authorities in Canada? What are the implications of how other governments allocate responsibility for trade policy? <i>David Elder</i>
12:30 pm	Lunch
	Keynote: A firm-level perspective on trade How do Canadian SMEs navigate international markets?? <i>Peng-Sang Cau</i> , CEO of Transformix Engineering
2:30 pm	[Working with Canadian firms in Asia] What are the practical issues facing firms on a day to day basis? <i>Duane McMullen</i>
3:30 pm	Small group seminars: trade policy implications of the business presentations Do trade negotiators have the tools to help solve the problems identified? Are new disciplines needed?
4:30 pm	Break
4:45 pm	How can bilateral, regional, plurilateral and multilateral agreements be stitched together? Asian countries are part of a proliferating set of agreements, with more negotiations under way. How will Canadian firms and trade negotiators respond to the challenges of overlapping and potentially inconsistent provisions? How can we manage the free rider issues associated with tariff elimination in plurilaterals negotiations? <i>Andrew (Sandy) Moroz</i>
5:45 pm	Sessions End – Return to Residence Inn by Marriott
6:30 pm	Informal Dinner (assigned seating in groups, with speakers at each table) Preliminary discussion of the issues for the concluding roundtable on Tuesday St. Lawrence Ballroom A Residence Inn by Marriott 7 Earl Street, Kingston, ON [MAP]

Tuesday – October 28, 2014

Room 202, Robert Sutherland Hall, Queen's University, 138 Union Street, Kingston [\[MAP\]](#)

8:30 am	Regulatory cooperation and trade policy Both the global value chain and the new new trade theory approaches stress the importance of regulatory differences for firm strategies. What can trade negotiators contribute? <i>Robert Carberry</i>
10:30 am	Break
10:45 am	Labour mobility in Asia-Pacific trade negotiations What are the needs of Canadian firms in getting their people into foreign markets e.g. for after sales service; what are the needs of Canadian firms for labour and expertise; and what do our negotiating partners want from us? <i>Cathryn D. Sawicki</i>

11:30 am	<p>Trade and clean technology in the Pacific Who are the Canadian firms engaged in this sector? How do they participate in global value chains? How can trade negotiators support their development? <i>Celine Bak</i></p>
12:30 pm	<p>Lunch</p>
1:30 pm	<p>Trade policy communications and consultation How can trade negotiators use firm-level ideas to think about who to consult at the outset of a negotiation? What is the role of communications in the development of a trade negotiation strategy? <i>Elly Alboim</i></p>
2:30 pm	<p>Small group seminar: Canadian trade policy strategy in the Asia/Pacific region Participants will discuss talking points that would set out the Canadian negotiation mandate on the challenges they think are most important.</p>
3:15 pm	<p>Break</p>
3:30–4:30 pm	<p>Roundtable on Canadian trade policy strategy in the Asia/Pacific Moderated by <i>Martin Moen</i> Participants will be asked to identify the implications of the presentations and their seminar discussions. What are the top three challenges for Canada in the Asia/Pacific region in the next five years?</p>



Speakers and Instructors

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[THEME](#)

Elly Alboim

Principal, Earnscliffe Strategy Group; Former Senior Policy and Communications Advisor to Federal Ministers of Environment, Industry, Health, and Fisheries & Oceans

Céline Bak

President, Analytica Advisors; co-founder Canadian Clean Technology Coalition

Robert Carberry

Assistant Secretary, Regulatory Cooperation Council Secretariat, Privy Council Office

Peng Sang Cau

President and CEO, Transformix Engineering Inc.

Terry Collins-Williams

Former Director-General Multilateral Trade Negotiations, and Lead Canadian Negotiator, Non-Agricultural Market Access (NAMA), Department of Foreign Affairs, Trade and Development

John M. Curtis

Senior Fellow C.D. Howe Institute; Founding Chief Economist, Department of Foreign Affairs, Trade and Development

David C. 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

Duane McMullen

Director General, Trade Commissioner Service – Operations, Department of Foreign Affairs, Trade and Development

Martin Moen

Director General, Trade Agreements and Negotiations, Department of Foreign Affairs, Trade and Development

Andrew (Sandy) Moroz

Former Director, Tariffs and Goods Market Access Division, and Co-Lead Negotiator, Goods Market Access Negotiations for TransPacific Partnership (TPP), Department of Foreign Affairs, Trade and Development

Cathryn D. Sawicki

Partner, Baker & McKenzie, Toronto

Don Stephenson

Chief Negotiator, Canada-India; former Assistant Deputy Minister, Trade Policy and Negotiations, Department of Foreign Affairs, Trade and Development

Ari Van Assche

Associate Professor, Department of International Business, HEC Montréal

Robert Wolfe

Professor, School of Policy Studies, Queen's University