DEVELOPING A NEGOTIATING STRATEGY

Queen's Institute on Trade Policy John O'Neill and Don Stephensor October 26, 2022



Trade Policy

Trade Strategy

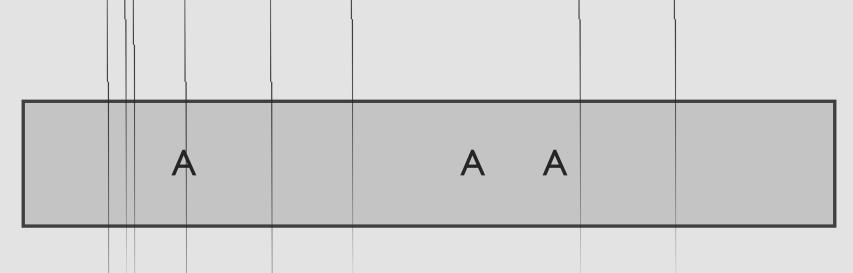


Negotiating Strategy

High level Vision Values

Main actions

Policy and strategy applied to a specific market / issue



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- Canada's Trade Policy:
- Trade's good eh?
- Canada's Trade Strategy
- Protect our position in the U.S market
- Diversify our markets

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(DAVID PLUNKETT)

- The forum: bilateral or plurilateral/multilateral
- Comprehensive or targeted negotiating agenda
- The negotiating partner(s)
- Offensive or defensive stance
- Influence of external factors
- Whether trade is the primary objective

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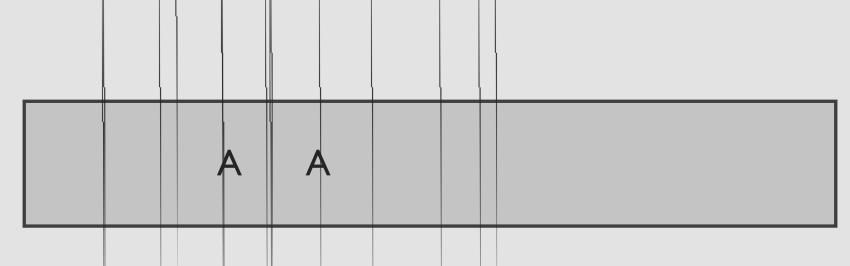
- What are their likely asks?
- What are their sensitivities?
- What is in their other agreements that is of interest to Canada?
- Anything in their other agreements Canada can't accept?
- Consult stakeholders currently doing business there

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- Different interests wide range in economic size
- Different bureaucratic culture: hierarchical, cautious, siloes, capacity constraints
- Different business culture: relationships matter
- Different negotiating cultures
- Comprehensive trade agreements aren't the only tool

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- Limited scope for liberalization in the near term
- Inclusive trade approach can touch on sensitive issues
 - Indigenous Peoples, civil society, role of women
- Wait until they are ready or take a step-by-step approach?



- Again, ho a e e alking abo?
- De eloping co n ie are no a homogeneo gro p
- Differen pro i ion for differen rade par ner?
- En hained in he hade he