## DEVELOPING A NEGOTIATING STRATEGY

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



High level Vision Values

Main actions

Policy and strategy applied to a specific market / issue

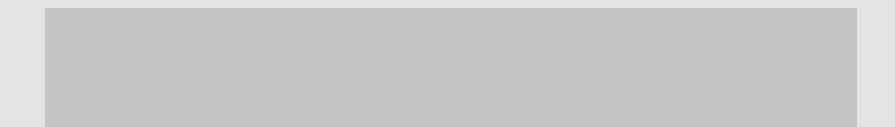
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- Canada's Trade Policy:
- Trade's good eh?
- Canada's Trade Strategy
- Protect our position in the U.S market
- Diversify our markets



- 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





- 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



- 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



- 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?

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