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THE CANADIAN CHAMBER OF COMMERCE

LA CHAMBRE DE COMMERCE DU CANADA



news@chamber.ca

Chamber Welcomes Progress at WTO

The Canadian Chamber welcomed the deal struck late last week at the World Trade Organization and congratulates International Trade Minister Jim Peterson, Agriculture Minister Andy Mitchell, and all of the federal government officials who worked long hours and made difficult choices to produce the agreement.

The agreement provides a framework for detailed negotiations on agriculture, industrial tariffs, trade in services, and modernization of customs practices; these negotiations are likely to begin in September.

Essentially, the framework agreement is a “road map” for completing the “Doha Round” of trade talks launched three years ago. The Chamber has long been an active supporter of this round, believing that it is essential for the United States and the European Union to reform their agricultural subsidy systems and give Canadian food producers a fair chance to compete on world markets.

A successful conclusion to the round will also be important for other areas of Canadian business. Canadian industrial producers still face significant tariff barriers in many markets, and the round holds out the hope of meaningful reductions in these barriers. The Chamber also hopes to see further liberalization on trade in services, as services industries now make up the largest proportion of the Canadian economy and have tremendous export potential.

Canada’s trading partners have asked for some concessions from Canada, including on reforming some of the activities of the Canadian Wheat Board. The Canadian Chamber remains confident that Canadian negotiators will be able to strike a good deal that will work for the Canadian agricultural sector and serve the broader needs of Canada’s economy.

For further information, contact Alexander Lofthouse, Senior Policy Analyst, (416) 868-6415, x234, alofthouse@chamber.ca.

E-commerce: What makes a good on-line store?

The best commercial Web sites make every effort to put their customers and visitors at ease. Customers are not likely to make purchases if they have reservations about who they are dealing with, or if they don't know return policy details.

- When developing content, keep in mind that for most visitors your site is the only contact they'll have with your business. Visitors need to know about the business. Such things as who you are, where are you located? How and when do you ship? It is essential to try to anticipate as many on-line customers’ questions as possible, and answer those questions on your Web site. Make it easy for potential customers to contact you.

- Make your Web site as user-friendly as possible, ensure that it is well organized and easy to navigate. Categorize your products in such a way that customers can find what they are looking for with the fewest number of clicks. Customers should never be more than three clicks away from making a purchase.
- Create a site map to give customers more than one way to navigate. A site map is similar to a table of contents in a book. It shows at a glance how the site is organized. Each heading in the site map should be clickable so the customer can go directly from the site map to the topic of interest.

For more tips on how your business can add value and customer assurance to your Web site, take advantage of the *Selling on the Internet* and *Web Site Evaluation* services offered by **Student Connections** (SC). Visit www.studentconnections.ca or call toll free 1 888 807-7777. *Student Connections* provides small and medium-sized businesses with a wide range of practical, customized Internet training and e-commerce solutions. An Industry Canada initiative under the federal government's Youth Employment Strategy, *Student Connections* allows businesses to benefit from the expertise and assistance of bright young future business leaders while providing them with valuable work experience.

Congratulations to Chamber Competition Finalists

This year the Canadian Chamber of Commerce Annual General Meeting has added a new peer learning opportunity for AGM delegates. Developed as a result of the success of the World Chambers Competition last year in Quebec City, this year's inaugural ***Canadian Chambers Competition*** focuses on excellence in member recruiting and retention projects.

Thanks go to all of the chambers that forwarded their chamber's programs for judging in this year's competition. The Chamber is pleased to be able to announce the three finalists for the *Chambers Competition*; they are as follows:

- ***Calgary Chamber of Commerce***
- ***Greater Nanaimo Chamber of Commerce***
- ***Sarnia Lambton Chamber of Commerce***

Delegates to the Chamber's AGM will have the opportunity to hear presentations from all three of the competition finalists and will then be asked to vote for the project they feel is most worthy of being declared the winner of the *Canadian Chambers Competition 2004*; the winner will be announced at the AGM Gala dinner on Monday, September 20.

The Canadian Chamber of Commerce would like to thank its AGM sponsors:



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