I am honoured to be here in Cancún to represent Canada as we review progress and provide direction for the negotiations under the Doha Development Agenda.

It is my pleasure to extend Canada's congratulations to Mexico as host of this Ministerial. Your efforts to support a fruitful dialogue and productive meeting have been exceptional. On behalf of the Canadian delegation, I thank you.

I also commend the work of the entire membership, and the WTO Secretariat under the able leadership of the Chair of the General Council and the Director-General in preparing us for this meeting.

**What is it all about?**

This is my third WTO Ministerial Conference. I was in Seattle and in Doha. In Seattle, I witnessed a strong reaction against globalization. In Doha, I saw the recognition that globalization cannot be stopped, but must be better managed by governments if we are to meet the needs and aspirations of our citizens.

The changes brought by globalization present tremendous opportunities in the economic, social and intellectual realms, and pose significant challenges to make certain that the poorest among us are not left behind.

In Doha, we recognized the contribution trade can make to development and outlined an ambitious negotiating agenda that will provide opportunities for growth and sustainable development for all.

Here in Cancún, we must continue to work towards an ambitious outcome to ensure that the multilateral trading system serves Members' needs. The ambition we achieve will determine how well this system will be able to support the goals of the international community for years to come.

As we heard Mr Ricupero say on behalf of UN Secretary-General Kofi Annan, our actions in these negotiations must live up to our rhetoric.

The WTO is only one piece of the puzzle. I have spoken many times about the need for coherence and coordination among our many international organizations such as the World Bank, regional development banks and the International Monetary Fund; the various UN agencies promoting development, environmental protection, health and human rights; and the International Labour Organization.

We need all of these elements working in partnership with Members to turn our vision of a better world into reality.
Some progress made

Where the WTO is concerned, there are many different views about how best to reach these goals. That is what this meeting is all about. But let us not forget what we have achieved since our last meeting in Doha.

Since November 2001, Members have made a concerted effort to advance the negotiations and have tackled many tough issues.

A prime example of this is the historic decision on TRIPS and public health that will allow poor developing countries needing medicines to treat public health problems such as HIV/AIDS and other epidemics to finally have the access to generic medicines they need.

Coherence among international organizations is improving. Many of our partner institutions are now working together to ensure that developing countries can take advantage of improved market access and to reinforce the link between trade, growth and poverty reduction.

In this context, I am encouraged to learn that, since Doha, the Integrated Framework for the Least-Developed Countries, which exemplifies this coherence, has been extended to 19 of the 49 poorest countries, several of which are acceding to the WTO.

Over the last 2 years, donors have contributed over US$2 billion towards trade-related technical assistance and capacity-building, with an additional US$8 billion in economic infrastructure. In the WTO itself, we have seen Member-funded trade-related technical assistance double over the past two years and become increasingly effective in meeting Members' needs.

In addition, like Canada, several developed countries have offered duty-free, quota-free market access on most products to the world's poorest countries.

I am very glad to say that we have made progress at home and in the WTO in increasing the transparency of what we do, in demystifying our processes and our objectives, and in helping the public to understand the benefits of trade and the importance of clear and equitable rules governing trade.

Our efforts at internal transparency have also been rewarded, with a more open and inclusive decision-making process at the WTO, strengthening the Organization.

We need to continue these efforts to ensure that all can see the benefits of having a strong multilateral system underpinning our various trade relationships.

Much work remains to be done

Despite success in some areas, we are not where we should be in these negotiations. We have missed significant deadlines, we have had our share of disappointments, and we still lack ambition in areas of critical importance to this Round.

Why is this? Have we lost sight of the goals we set out in Doha?

I have been saying for sometime that a good deal is better than a quick deal. We do not know when we will next have an opportunity like this to solve fundamental questions about agricultural reform, market access for goods and services and ensuring that trade rules meet our needs today and tomorrow.

What is achievable in Cancún?

Over the course of this Ministerial Conference, I believe that we need to recall our ambition and reaffirm our commitment to all of the goals and objectives set out in the Doha Declaration.

We must also not forget our commitment at Doha to make this a development round. We need to work together to achieve a strong outcome in the core negotiating areas that will provide developing countries with the opportunities they seek.
Chief among these are agricultural trade reform, market access for goods and services, and rules that will strengthen the flow of trade.

We will have to provide direction and the momentum to drive the next phase of negotiations, so that the ambition we set out to achieve at Doha can be realized. We have the opportunity and the responsibility to harvest all the potential that globalization can provide to our citizens, our economies and to society as a whole.

I urge you to consider that the only successful outcome is one that opens the door to a higher level of ambition that will provide substantial and sustainable benefits to all.