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# The Business Perspectives: Cross Border Views

John R. Mullen

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## The Business Perspective: Cross Border Views

*John R. Mullen\**

**A**s we have heard from the background discussions on the Free Trade Agreement, and as we position ourselves to go forward and discuss the viability of an alternate regime for dumping and countervailing issues, we are obviously talking about trade. Trade involves the business community.

What do individual businesses on both sides of the Canada-U.S. border think of alternate regimes? Do they support them? Are they opposed to them? Is the issue complicated by the U.S.-Mexico Free Trade Agreement? It is impossible for us to have a full and complete survey of all the businesses and all the industries on both sides of the border. However, it seemed appropriate for this Conference to have representatives from some of the segments of the business community.

We are privileged today to have representatives of two significant Canadian businesses and representatives of two U.S. trade associations. We are also privileged to have with us representatives of other companies who we would welcome hearing from during our discussion period.

Beginning our presentation today will be William Deeks, who is Senior Vice President of Global Affairs of NORANDA, Inc. We are delighted to have him here. He is bright, articulate and I think we will all benefit from his presentation.

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\* Vice President, Corporate Affairs, Corporate Staff, Johnson & Johnson (New Brunswick).

