

PRESS RELEASE

CANADA EUROPE ROUND TABLE LAUNCHED

Brussels, 16 June 1999--for immediate release

On the eve of the Canada / EU Summit, high profile European and Canadian businesses such as: **Aerospatiale, Alcan Aluminium, BASF, Corel Corporation, Daimler Chrysler, Ericsson, GPC Government Policy Consultants, Interbrew, Nortel Networks, Novartis, Rothman's, Seagram, Siemens and Solvay** will gather with influential Canadian and European policy makers to launch the Canada Europe Round Table (CERT). Baron Paul de Keersmaecker, CERT Chairman Designate and Chairman of Interbrew Labatt will preside over the evening's events for the launch of CERT. **Sir Leon Brittan, Vice President of the European Commission** and **Mr. Sergio Marchi, Canadian Minister of Trade**, will receive the official recommendations from CERT at the residence of Ambassador Jean-Pierre Juneau, Canada's Ambassador to the European Union, while addressing the issue of "*Canadian-European Trade Relations*".

The CERT secretariat was established through a joint initiative with its member companies and the American European Community Association (AECA). Since its inception CERT has been supported and facilitated by the AECA within a spirit of open dialogue, providing fertile ground for the nurturing and development of CERT. CERT's objective is to provide business input to Canadian and European policy making institutions. Based on direct contributions from its many high profile European and Canadian member companies, CERT will present detailed proposals to the Canadian government, European institutions and European member states on key trade-related issues.

Marcel Daniels, CERT Spokesman for Canadian business and Vice President Corporate Affairs of Alcan Europe said:

"We originally decided to establish CERT following the concern that some important issues had not been given enough attention on the usual government and business agendas. The proposals presented to the Canadian government and the European Commission by CERT will hopefully contribute to improved bilateral co-operation in the context of the EU-Canada Trade Initiative."

The CERT document released today calls on the Canadian and European governments to keep the Internet a duty free zone, ensuring that e-commerce will act as a key generator for economic growth on both sides of the Atlantic while allowing small and medium sized enterprises to prosper. CERT also requests that both governments "*increase the level of criminal enforcement activities in the IT/Software industry, with special attention to prosecution of Internet piracy, increased inter-agency co-operation and further raising of public awareness of criminal sanctions in this area.*"

CERT's position concerning the WTO's agreement on Trade-Related Intellectual Property Rights (TRIPs) is emphatic. CERT would like "*developing countries to fully meet their TRIPs obligations by January 1, 2000.*" CERT also states that the EU and Canada should "*pursue strict implementation of the TRIPs concluded during the Uruguay Round and should not allow for reopening of the Agreement itself.*"

In addressing CERT's recommendations for the WTO Seattle Ministerial and the launch of the Millennium Round, Dr. Max Kaufmann, Director of European Affairs for Novartis and CERT Spokesman for European business, said:

"CERT strongly supports the Canada-EU common efforts in view of the upcoming Millennium Round, especially with the aim of encourages developing countries to take full-part in the WTO process. We are hoping that both authorities will firmly contribute to make the WTO negotiations comprehensive, focussed and limited in time."