



# STRENGTHENING THE U.S.-COLOMBIA TRADE ALLIANCE

August 12, 2011

## Colombia, Canada Gear Up to Officially Launch Trade Deal Next Monday

Canadian Prime Minister Stephen Harper was in Bogotá yesterday to meet with Colombian President Juan Manuel Santos and local business leaders to mark the beginning of a new trade partnership – the Colombia-Canada Free Trade Agreement (FTA), which will enter into force next Monday, August 15.

**Prime Minister Harper:** “Our Government has been hard at work opening new markets abroad for Canadian businesses, which creates jobs for Canadians...Colombia has a burgeoning economy with incredible potential for commercial linkages with Canadian entrepreneurs. Improving trade and expanding market opportunities also helps to build a better future for the next generation.”

**President Santos:** “The potential for Colombia in the Canadian market is huge and vice versa. That’s what a free trade agreement does – creates a win-win situation for both countries. It creates synergies, and we are very hopeful in terms of employment benefits.”



*Canadian Prime Minister Harper (left) visits Colombian President Santos (right) to celebrate the upcoming implementation of the Colombia-Canada FTA.*

The Colombia-Canada FTA was signed on November 21, 2008, nearly two years to the day after the U.S.-Colombia FTA was signed. With Canada as a U.S. competitor in a number of key export categories – wheat, corn, soybeans, pork, paper products and machinery, among others – U.S. businesses, farmers and ranchers will have fierce competition in South America’s third largest market, as Canadian exporters benefit from the reduction and elimination of tariffs.

Below is the latest coverage about the Colombia-Canada FTA:

[Canada, Colombia Free Trade Pact Comes Into Force Aug. 15](#), *Wall Street Journal*, August 10, 2011

[PM Harper Takes Six-Day Spin through Latin America](#), Council of the Americas, August 8, 2011

[U.S. Exporters Vexed as Congress Fights Over Trade](#), Reuters, June 10, 2011

[U.S. Loses Largest Food Company’s Wheat Business](#), USDA Foreign Agricultural Service Global Information Network, May 4, 2011