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CALGARY - Ambassadors of both Canada and the United States encouraged bilateral trade between their countries and emphasized the importance of effective cross-border relations during a joint keynote address the morning of Monday, July 18 to commence the 2016 Annual Summit of the Pacific NorthWest Economic Region.

Ambassador David MacNaughton, Canada's Ambassador to the United States spoke about the strength of the Canada-U.S. relationship, and the important bilateral work being done on a range of issues including trade facilitation, regulatory cooperation and combating invasive species.

"The Canada-U.S. relationship is as strong as it has ever been. We need to continue to work together and communicate our successes, including the importance of trade as key to growing economic prosperity in the PNWER Region and across both of our countries," MacNaughton said.

Ambassador Bruce Heyman, U.S. Ambassador to Canada, said an effective, functional border between the countries is of utmost importance to residents and business people on both sides.

"Whether you're a business man or woman, whether you're a tourist or traveller, whether you're a student, whether you have family on either side of the border -- The effectiveness of the border is incredibly important to Canadians. I know it's true on our side side of the border as well," Heyman said.

Heyman said the Regulatory Cooperation Council was a good example of how Canadian and U.S. agencies can align product and trade standards to benefit consumers and businesses.

The U.S. and Canada enjoy the world's most comprehensive trading relationship, which supports millions of jobs in each country. More than \$2 billion in goods and services cross the border each day, according to the Embassy of the United States of America.

Effective trade between jurisdictions and countries is also important for a robust and growing regional economy in Western Canada and the Pacific Northwest United States. The 10 jurisdictions that comprise the Pacific NorthWest Economic Region represented a combined GDP of \$1.29 trillion in 2014, which would make it the 16th largest economy in the world in that year, according to the World Bank.

Over the course of the Summit, more than 500 leaders of industry, legislators and community leaders from PNWER's 10 states, provinces and territories will convene to address the region's biggest economic and environmental challenges and opportunities. Summit participants develop action items on policy issues in working groups focused on: agriculture, the Arctic, border issues, cross-border livestock health, disaster resilience, energy, environment, forestry, invasive species, infrastructure, mining, natural gas, municipal and economic development, transportation, trade and regulatory cooperation, tourism, workforce development and water policy.

More information about the PNWER Summit is available at [www.pnwer.org/2016-summit](http://www.pnwer.org/2016-summit)

## ABOUT PNWER

The Pacific NorthWest Economic Region (PNWER) is a statutory non-profit public/private partnership chartered by the states and provinces in 1991. Member jurisdictions include Alaska, Idaho, Oregon, Montana, Washington, and the Canadian provinces of British Columbia, Alberta, Saskatchewan, and the Yukon and Northwest Territories. PNWER's mission is to increase the economic well-being and quality of life for all citizens of the region while maintaining and enhancing our natural environment; identify and promote "models of success" and serve as a conduit to exchange information.