



**CAN/AM BTA  
Objectives**

- *To collaborate with and integrate interests of Canadian and U.S. Organizations in a cooperative effort to resolve border-wide issues, problems, and needs, through interaction on a continuing basis with federal, state, provincial, and local government officials relative to border trade, transportation, border crossing resources, practices, and policies.*
- To provide forums to mobilize an effective and responsive public/private partnership focused on U.S./Canadian border and border crossing capabilities.
- To expedite processing of low-risk passengers and cargo while maintaining enforcement/security capability.
- To prioritize needed “course of action” within a yearly action plan.
- To introduce enhanced technologies that improve border operations.
- To consolidate and maintain a comprehensive data base which provides analyses and evaluation that address issues and concerns of the members.
- To maximize cross border trade and related job creation within the Free Trade Agreements.
- To encourage economic development and tourism between the U.S., Canada, and the shared regions.
- To mitigate border congestion to reduce air pollution.
- To promote strategies that shape public policy and eliminate impediments to more efficient flow of goods and people.
- To support enforcement operations that improve homeland security for Canada and the US while facilitating known low risk– goods and people.

**Canadian American Border  
Trade Alliance**



The Canadian/American Border Trade Alliance holds scheduled international and regional member meetings that provide effective communication updates, issue alerts and offer opportunities for direct interaction with high ranking officials from the public and private sectors. For membership information please contact:

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“I am pleased to be speaking to you, the Can/Am BTA membership, because this is the pre-eminent group of Canadian and American border users, operators and partners that has sought to advance border modernization.”

**Former Deputy Prime Minister John Manley**

“The CANADIAN/AMERICAN BORDER TRADE ALLIANCE’s effective involvement in improving border management is indispensable. Especially its clear broad vision, innovative ideas and plain common sense.”

**Jim Ziglar, Former Commissioner, U.S. Immigration and Naturalization Service**



## *The Canadian/American Border Trade Alliance*

The Canadian/American Border Trade Alliance is a broad based, grassroots bi-national organization comprised of businesses, private and public sector organizations, and individuals involved in U.S./Canadian trade, transportation and tourism.



### *Who We Are*

- The Can/Am BTA provides a unified voice, focused on the U.S./Canada Border initiative through a bi-national transcontinental membership. It integrates, complements, and strengthens efforts on the U.S./Canadian border.

### *Mission*

- The Mission of the Can/Am BTA is to provide a unified voice committed to ensuring continued growth of two-way cross border trade along the US/Canada border.

### *What We Do*

- The Can/AM BTA is inclusive and focused on improving the efficient and safe flow of goods and people employing the latest technology across the U.S./Canadian border.
- To serve as the representative organization for the US/Canada border.
- To maximize global commercial activity and ensure continued growth of two-way cross border trade along the U.S./Canadian border, assure efficient, secure, productive border crossings and seaports.
- To provide unified leadership for border concerns; operations and needs; to act as an effective, proactive and focused border issues resource.



### *Purpose*

- To unify U.S./Canada border interests on a bi-national basis.
- To promote involvement and integrated activities with regional organizations.
- To enhance two-way commerce, transportation, and tourism activities between the U.S. and Canada.
- To assist U.S. and Canadian governments with the challenges of the next decade and the new millennium.
- To provide a unified private/public sector bi-national leadership entity dedicated to the resolution of U.S./Canada border issues, needs, and concerns. Fill an unduplicated and essential void in the existing fabric of local/regional organizations.
- To provide data collection; to track and document the needs and unique characteristics of the U.S./Canadian border; to develop solutions and initiate needed action.
- To monitor border operations and recommend improved border clearance processes, technologies, and policies.



### *Membership*

Membership is open to all Canadian and U.S. private and public entities and individuals involved in U.S./Canadian border trade, border issues and border operations.

The Can/Am BTA represents of major stakeholders interests at U.S./Canadian border crossing activities and within boarder communities. Private and public sector participants presently include industrial shippers, customs brokerage firms, bridge and tunnel operators, motor carriers, railroad companies, economic development and trade corridor organizations, universities, chambers of commerce, banks and governments.

Membership fees are based on the size of the business or organization and are used to support priorities and activities of the Can/Am BTA.

### *Priority Issues Include:*

#### **\* Border Crossing Efficiency and Security**

- To promote efficient, common sense, interactive border crossing capabilities between the U.S. and Canadian governments.

Examples include:

- To minimize vehicle clearance time while maintaining effective enforcement and harmonization of documentation and operating policies.
- To participate in policy formulation related to trade, transportation and tourism.
- To offer solutions regarding agency staffing; technology enhancements; and recommend specific improvements for interagency interaction.

#### **\* Transportation**

- To provide efficient access to markets and seamless travel for tourists.

#### **\* Infrastructure/Facilities**

- To improve roadway connections and border ports.
- To facilitate regional trade corridors and local planning priorities that benefit users.
- To upgrade facilities and improve local access in joint border facilitation.
- To implement new technology.
- To maximize use of current resources.
- To optimize border crossing capability through joint facilities and operations.

#### **\* Tourism/Retail**

- To facilitate two-way Cross Border Visitation and smooth movement of travelers.

#### **\* Trade**

- To enhance the growth and positive economic impact of the current \$450 billion in commerce crossing the U.S./Canadian border.