

North America Stakeholder Dialogue

- If you had 15 minutes with the three NA leaders, what vision of North America would you present them? What recommendations would you ask them to adopt and carry out?
- What competitive advantages, does North American integration and partnership provide your organization to attain its goals?
- What is your measurement of success for this stakeholder process?

In the economic front, North American leaders are facing, among others, two major challenges: one within North America boundaries and the other globally.

Notwithstanding North American economic integration success, recently isolation and disintegration process have found eco in several sectors of North American society.

The most significant challenge for North American leaders is to enhance the regional integration agenda and continue deepening North America integration process.

Recent experience have shown that this exercise need to parallel with communication and lobby strategy to educate relevant stakeholders and general public on the benefits of North America integration.

Similar threats to economic liberalization and political integration have appear globally, North American residents have the responsibility to take the leadership in ensuring that economic integration proponents face globalization retractors.

TPP approval and entry into force is, most probably, the most immediate tool to send a clear signal to the world in favor of economic integration.