



THE SCHOOL
OF PUBLIC POLICY

ASU Watts College
of Public Service and Community Solutions
Arizona State University



Policy Recommendations

The 5th Annual North American Process Symposium: Enhancing North American Competitiveness and Security

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The School of Public Policy at the University of Calgary, the School of Global Studies at Universidad Anáhuac México and the Watts College of Public Service and Community Solutions at Arizona State University joined together for the **Fifth Annual North American Process Symposium: Enhancing North American Competitiveness and Security**. Through a series of working groups and plenary sessions, attendees discussed and developed specific and realistic recommendations for North American cooperation in the sectors of automotive manufacturing, cybersecurity of infrastructure and energy assets and the agriculture and food production sectors, as follows:

WORKING GROUP A: COMMUNICATING THE BENEFITS OF NORTH AMERICAN INTEGRATION

Facilitator: Eric Rojo, Vice-president of the Mexican-American Chamber of Commerce

- 1) Act as a regional bloc
 - a) Make North America (NA) a regional economic bloc based on the framework set out in Chapter 26 of the USMCA.
 - b) Create a bloc-wide business/government system to harmonize standards and procedures, ensuring the swift movement of people, goods and services.
 - c) Promote how acting as a bloc can improve the competitiveness of NA products and services and be an engine for job creation. Branding efforts can include encouraging the adoption of a “MADE IN NORTH AMERICA” label.

- 2) NA governments and business should strengthen domestic policies that address the anxieties that contribute to segments of our populations being skeptical of deeper economic integration.
 - a) Such policies could include targeted educational reform to ensure workforces acquire the skills needed for the NA bloc to be competitive in the global economy. Improve trade education, and educate the public on how integration benefits the individual, their community and their country.

- b) Address regional competitiveness based on balance of talent, technology, resources, communications and “labor pools”, i.e. skills, cost, and productivity by strategic location.
- 3) Create a North American Chamber of Commerce that serves to address and action all recommendations and integrates regional Chambers to ensure they speak with one voice.

WORKING GROUP B: CYBERSECURITY OF NORTH AMERICAN INFRASTRUCTURE AND ENERGY ASSETS

Facilitator: Adolfo Arreola, Researcher, School of Global Studies, Universidad Anáhuac México

Based on the assumption that critical infrastructure protection (CIP) must be a priority for the three governments, the recommendations from the cybersecurity working group are:

- 1) Establish a public-private entity to oversee and strengthen cybersecurity capabilities. This entity would:
 - a) Lead efforts to adopt common standards and create a peer evaluation model to assess the effectiveness of policies and norms based on a unique evaluation model.
 - b) Create an information sharing model with standardized reports.
 - c) Adopt common definitions for widely used concepts (e.g., “Critical Infrastructure”). Definitions can be amended by consensus and should remain consistent across the region.
- 2) Design a critical infrastructure protection program that considers (at a minimum) threats from insiders, cyberterrorists, other cybercrime-driven individuals including non-state actors and takes into account the interconnectivity of information infrastructures; the inability to precisely measure the impact of a cyberattack; the disseminated responsibility for cybersecurity; and the ever changing cyberthreat scenarios.
- 3) Establish specific and regularly tested plans for prediction, deterrence, detection, prevention, correction and mitigation of potential cyberattacks in the Energy Industry, using as a basis a set of general guidelines established by all three countries in North America.

WORKING GROUP C: COMPETITIVENESS OF THE NORTH AMERICAN AUTO MANUFACTURING SECTOR

Facilitator: Adolfo Laborde, Researcher, Universidad Anáhuac México Business School

- 1) Recognizing that the three countries are partners in the security of North America, remove all tariffs on aluminum and steel in the area and minimize protectionism in the region.
- 2) All three governments should sign the USMCA agreement as soon as possible.
- 3) Coordinate trilateral policies to respond to competition and market-distorting practices in other markets.
- 4) Develop coordinated policies with consideration to innovation, the implementation of new

technology (e.g., electric vehicles, self-driving cars), improved security and regional interoperability.

- 5) Develop coordinated responses to global risks in the automotive industry.

WORKING GROUP D: AGRICULTURE AND FOOD SECTORS

Facilitator: Kim McConnell, former CEO of Adfarm

- 1) Labor: Develop a policy that manages/organizes an integrated and responsive flow of labor for farms, processing and research at all levels, with speed, efficiency, thorough assessment of best practices, training for capacity building and the role of exchange.
- 2) Regulations: Strengthen the harmonization of rules and procedures among the 3 countries. Review existing regulations/safety standards and mechanisms as they relate to speed and efficiency. Leverage other countries' best policies and regulations.
- 3) H2O: Develop a common agenda among the 3 countries. Have agricultural stakeholders at the table for addressing water policy issues.
- 4) Customs Integration: Continue to review existing and best practices examples, coordinate with other related agencies and government bodies.
- 5) Competitiveness: Recognition of the 21st century markets under a regional approach: Speed, Efficiency, Quality. Address infrastructure bottlenecks. Coordinate marketing and messaging as applicable (trade missions).