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John participates regularly in conferences on the challenges facing the trading system. He frequently appears on television, is a source of perspective for journalists, and contributes articles to newspapers and magazines.

He serves on several boards and advisory panels and is a fellow of the Canadian Global Affairs Institute.

He served the Government of Canada in numerous senior positions in the field of foreign economic policy including as Assistant Deputy Minister for Trade Policy, Senior Assistant Deputy Minister for the United States, Chief Negotiator for the North American Free Trade Agreement (NAFTA) and as Ambassador to the World Trade Organization (WTO).