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apartheid South Africa. We will rely more on locally-engaged staff in the US and Western Europe and redeploy Canadian personnel resources to Asia-Pacific and Latin America. New trade offices will be opened in selected countries in these regions, with costs to be financed through a reallocation of resources;

- working to maintain competitive **export finance** and insurance, and foreign investment insurance services on the basis of a financially self-sufficient system with a modest ability to subsidize credits in priority markets in response to subsidies from our major competitors. We will also seek more intense and effective cooperation with Canada's private banking system to reach SMEs and share repayment risks; and
- promoting **Canadian culture and learning** abroad as a way of creating an identifiable image for Canada and its goods and services. We will seek to make better use of Canada's artists and scholars as part of a fundamental re-thinking of the way we promote ourselves and our products abroad. It will be important to continue to develop new export markets for the products and services of our cultural industries. At the same time, we will provide foreign service officers with better tools needed to sell Canada abroad, including Canadian culture and learning.

**3. Attracting International Investment and Assisting Science and Technology.** Sound domestic economic policies will continue to maintain and improve the investment climate in Canada. We will also work hard to achieve greater certainty and predictability in Canada-US trade relations, especially in the area of trade remedy laws. Such predictability will be important to investors wanting to reach the NAFTA market.

As one instance, the Government will provide company-specific briefs to the chief executive officers and to the boards of directors of international companies located in Canada, making the case for new investments and product mandates for Canada. DFAIT will introduce Canadian SMEs to international investment partners as sources of capital, technologies, management skills and access to markets. We will also develop initiatives to facilitate greater access to and acquisition of international technologies by Canadian firms in cooperation with other organizations, such as the National Research Council (NRC).

Canada's full participation in the global knowledge-intensive economy is vital. Our science and technology will help us to achieve this goal. To that end, the Government will foster: