

5.4 Cultivating Influence

Canada should adopt a longer-term outlook on projecting its values. Influence must be gradually cultivated through a variety of means at our disposal with an emphasis on fostering opportunities for personal contact between our two respective populations:

- marketing Canadian educational institutions as high quality, affordable alternatives to U.S. and European counterparts;
- expanding contacts between Canadian and Mexican parliamentarians;
- in keeping with expanding bilateral trade and investment ties, encouraging Canadian business people to project our country's values in their dealings with Mexico;
- supporting cultural, educational, sports and media exchanges; and
- encouraging the twinning of Canadian and Mexican cities.