

conflict-ridden areas or poorly governed states. A challenge in the coming years is to help Canadian companies invest profitably in ways that also benefit the communities in which they operate.

The preservation of Canada's natural environment requires economic cooperation with the United States and countries around the world. Better ways are needed to promote environmentally sustainable growth in developing countries while minimizing and fairly distributing the costs of complying with environmental standards.

### **Questions for discussion**

7. How should Canada take advantage of its location in North America to increase prosperity while promoting our distinctive identity?
8. What should Canada do to help make the benefits of globalization more widely shared within and among all countries?
9. Should Canada focus on cultivating new economic partnerships with emerging powers such as China, India, Mexico and Brazil?

## **Values and Culture**

Canada's foreign policy agenda must reflect the nation we are: a multicultural, bilingual society that is free, open, prosperous and democratic. The experiences of immigrants from around the world and the cultures of Aboriginal peoples are woven into the fabric of our national identity. Respect for equality and diversity runs through the religious, racial, cultural and linguistic strands forming our communities.

Who we are matters in foreign affairs because Canada's place in the world is shaped not only by relationships between national governments. As global interconnections grow ever more varied and pervasive, exchanges and relationships have multiplied between groups and individuals across national boundaries. This public diplomacy has become an integral part of how we promote our values, share our experience and influence others abroad.

### **Sharing our values and experience**

Whatever our shortcomings in meeting the standards and goals we set for ourselves, Canada is seen abroad as a highly successful society. This asset makes our values and culture a true pillar of our foreign policy, and a vital complement to the other two pillars of security and prosperity. In using our position to champion Canadian values