



Our more than 800 trade representatives around the world provide assistance to Canadian companies on more than 150 000 occasions each year, helping them generate billions of dollars worth of exports. DFAIT is also a founding partner of Team Canada Inc, a network of trade promotion services which assist Canadian businesses to seek out export opportunities and compete in the global marketplace.

Under the Program for Export Market Development (PEMD), more than 700 small Canadian companies are provided with financial assistance each year to help them become exporters or to diversify into new export markets. About 25 national industry associations a year are also provided with PEMD assistance.

The Department of Foreign Affairs and International Trade is responsible for the day-to-day management of our trading relations with other countries. Our negotiators work through multilateral organizations such as the World Trade Organization to defend Canada's interests, and participate in major international talks leading to such agreements as the North American Free Trade Agreement. Once these agreements are negotiated, we ensure that our trading partners live up to their obligations and work to educate Canadian businesses about the advantages and new opportunities created by the agreements.

## **PROMOTING CANADIAN CULTURE AND VALUES**

Canadians take pride in the fact that we have a society based on the rule of law, respect for human rights, democracy, peace and support for the disadvantaged. These values are reflected in the conduct of Canadian foreign policy, which has as its key objectives the promotion of peace and security, prosperity and employment for Canadians, and the overall projection of Canadian values and culture throughout the world.