



In Brazil, there is already a single tri-post strategy in place. It is revisited twice per year, when heads of programs in the three Canadian missions—in São Paulo, Rio de Janeiro and Brasília—meet to review the strategy for Brazil, including achievements to date, and define and redefine priorities. In addition, the heads of mission and heads of programs consult on a regular basis as required (e.g., on ministerial and parliamentary visits and other missions that involve multi-post input). We will continue to enhance intra-country cooperation.

There are also efforts under way within DFAIT to improve the development of country plans that integrate all aspects of Canada's objectives in a particular country, including those larger countries where Canada operates more than one diplomatic mission.

The Government agrees that the media liaison officers at embassies facilitate the dissemination and promotion of information with regard to Canada's trade-related initiatives. In addition, mission Web sites and other governmental Web sites will continue to be tools for this purpose. The Trade Commissioner Service Web site also has information for foreign companies interested in doing business with Canadian companies, in some cases in the local language.

As the Government's policy or any specific issues are developed, public affairs officers at each mission receive core communications information to be used to promote these policies. All missions share this centrally coordinated information, thus ensuring that the goals of the policy are effectively communicated and that all key partners have the same information. The information is used by embassies in the region, where appropriate, in all their outreach activities.

We will continue to build a closer working relationship between our Public Affairs and Trade programs to ensure greater exposure to Canada's trade-related initiatives.

CONCERNS OF SMALL ECONOMIES

Recommendation 15

"That Canada provide the smaller economies of the Americas with greater financial and technical resources to help build the capacity necessary for these countries to negotiate, adapt to and benefit from the FTAA. Technical assistance in the development of vocational training and literacy programs, and national strategies and programs to deal with the adjustment to free trade, should be provided."

The Government endorses all three recommendations (15-17) on smaller economies in the FTAA process. These recommendations are consistent with the positions that the Canadian delegation to the Consultative Group on Smaller Economies has taken over the last year.

