

## ABOUT CANADA. . .

Canada's internationalist foreign policy is an expression of our values as a country. We are a vast nation geographically with a politically, economically and culturally diverse society. Tolerance and respect for equality and fairness are defining features of Canadian society. In a 1997 international survey on Canada's reputation abroad – "Canada and the World: An International Perspective on Canada and Canadians" – a majority of people surveyed around the world cited Canadians' tolerance of diversity, our manner of governing ourselves and the fairness of our justice system.\*

*"I speak of a Canada where men and women of aboriginal ancestry, of French and British heritage, of the diverse cultures of the world, demonstrate the will to share this land in peace, in justice, and with mutual respect. I speak of a Canada which is proud of, and strengthened by its essential bilingual destiny, a Canada whose people believe in sharing and in mutual support, and not in building regional barriers. I speak of a country where every person is free to fulfil himself or herself to the utmost, unhindered by the arbitrary actions of governments."*

Pierre Elliott Trudeau  
PRIME MINISTER, 1982

The UN Human Development Index has, since 1994, consistently ranked Canada as the number one country in which to live. The World Bank ranks the country second in terms of its wealth of resources, investment and social programs. A majority of foreign respondents in "Canada and the World" named Canada as one of the top ten countries in which to live.



The Canadian economy is among the world's most stable, diverse and dynamic. We are a trading nation with a long history of success in international business. A combination of a well-educated labour force, competitive input costs, and supportive government policies has fostered international confidence in Canadian business. We have free-trade agreements with countries from a number of regions. "Team Canada" trade missions join representatives from business and government to promote Canadian business abroad. Canada is seen as a good trading partner – a full majority of respondents in "Canada and the World" saw Canadian businesses as having a solid reputation for being reliable and honest.

In addition to traditional Canadian industries such as automobile manufacturing, pulp and paper, iron and steel, machinery and equipment manufacturing, mining, extraction of fossil fuels, forestry and agriculture, many of tomorrow's leading industries are already significant contributors to the Canadian economy. These include high technology industries such as telecommunications, lasers, environmental technologies, biotechnology and pharmaceuticals, aerospace and software. In the field of space robotics, the SPAR Canadarm has performed countless outer space retrieval missions. Ballard stationary power cells are changing the way the world uses energy – and should greatly reduce the need for fossil fuels.

\* Angus Reid Group Inc., 1997

