

NORTH AMERICA

INCREASED REPRESENTATION IN THE UNITED STATES

Canada's Enhanced Representation Initiative is an alliance of seven federal departments working together to strengthen Canada's representation in the United States and expand opportunities for Canadian business. As a result of this innovative partnership, Canada now has:

- seven new offices, in Anchorage, Houston, Philadelphia, Phoenix, San Diego, Raleigh-Durham and Denver;
- two offices with upgraded services, in Miami and San Francisco; and
- eight new representatives, in Portland (Maine), Pittsburgh, New Orleans, Memphis, Omaha, Cleveland, Portland (Oregon) and Richmond.

PROMOTING CANADA IN THE UNITED STATES

Institutions and partnerships work best when each partner's voice and interests are heard. Ongoing difficulties in getting a fair hearing have led the Government to respond in two ways in the recent past. First, working with the provinces, territories and parliamentarians, we have established a secretariat at the Canadian Embassy in Washington to make sure that American opinion leaders and decision makers understand the integrated nature of the North American economy, and take a broader perspective on specific regional and sectoral concerns.

Second, we have increased our commercial and consular presence through the Enhanced Representation Initiative to take our message to the

regions. Canada now has 23 offices in the United States, up from 16. These are vital for obtaining front-line business intelligence and market information, and a valuable complement to our efforts to attract and expand investment from the United States and to encourage Canadian technology partnerships with U.S. companies. We plan to promote investment with a more sector-focused approach, based on cooperation across federal departments and agencies.

COMMERCIAL RELATIONS WITH MEXICO

NAFTA has helped propel Mexico's importance to Canada to a new level. Canadians and Mexicans no longer see one another as the neighbour of our U.S. neighbour, but as two countries enjoying ever deeper

THE CANADA-MEXICO PARTNERSHIP

The partnership was launched in October 2004 to improve opportunities for economic development and investment, and to identify policy areas where the two countries can cooperate. Its aims are:

- to reinforce and build on existing commercial, political and social links while fostering high-level relations among leaders in the public and private sectors of both countries;
- to promote further trade and investment through a network of high-level business representatives;
- to identify obstacles that are detrimental to trade and investment flows and make recommendations for their removal;
- to improve and increase bilateral cooperation between Canadian and Mexican institutions and agencies by focusing on tangible results;
- to promote people-to-people links among cultural, research and academic groups; and
- to address the challenge of global competitiveness in a North American context.