

organization and operations of the Department of Foreign Affairs and International Trade (DFAIT) in order to highlight its integral place among Canada's foreign policy objectives.

With respect to the promotion of international education and knowledge, a contributor notes that a two-way flow of students:

... promotes greater intercultural and interfaith understanding; disseminates Canadian values; builds future trade and business connections; and conveys a more modern image of Canada.

However, Dialogue participants are concerned about affordability and levels of financial support, scholarship funding, and the damage of "brain drain" from developing countries or to other developed countries. There are valuable suggestions for doing more to support Canadian studies abroad and international development studies within Canada, promoting access to Canadian educational and cultural products, and undertaking joint activities with various international educational organizations. International academic and research cooperation are also advocated as means of deepening our understanding of the challenges Canada's foreign policy must address, and as means of forging ties around the world. Educational exchange programs for enhancing mutual understanding of the United States and Canada among academics are recommended; and multilateral bodies such as the Inter-American Organization for Higher Education could be used to increase mobility of students and faculty, cross-cultural knowledge and language skills.

Making Canada Better Known to the World

Stereotypes exist, all limiting the breadth of Canada's image. There is a patent need to maintain and develop a broad reflection of Canada, in order that its models of values and cultures continue to be viewed and understood by the world.

– Dialogue participant

While Canada's international image is largely positive, many respondents are concerned about low or outdated public knowledge of Canada abroad, arguing that we need to update our image and define more clearly what we want to project. There are calls for targeting educational and promotional campaigns in key markets, and for creativity in presenting our values and culture. This point is also underlined by provincial government contributions encouraging the "branding" of Canada as a location for economic partners, visitors, students and skilled immigrants. Among other suggestions is a proposal to improve international knowledge of Canada by reaching out to the more than 7,000 Canadian Studies scholars around the world who influence large numbers of students, foreign media and publics. It is also suggested that there be an expansion of internships, partnerships, exchanges and other outreach programs working in collaboration with government, parliamentarians, private-sector associations and NGOs.

Strengthening Canada's International Voice

Canada continues to have an excellent international reputation. But increasingly, this reputation is being jeopardized if we do not devote the resources to make substantive contributions in such areas as military capacity, development assistance or policy-making capacity.

– Dialogue participant

We need to define the "Canadian advantage." Canada must overcome the current fragmentation of messages and activities, with different federal departments and provinces making their own global sales pitches and pursuing uncoordinated policies. It is especially ironic that in an era of international interdependence, so many of our domestic initiatives are pursued in isolation from each other.

– Dialogue participant