

RECOMMENDATION 3:

That this revamped "rebranding" strategy, designed to reposition Canada's image abroad as a world leader in the new economy, make greater use of the resources of European companies having successful Canadian operations; Canadian firms with sizeable presence in Europe; incoming visits by journalists, especially those representing specialized newspapers and journals; student exchanges; images of the new Canadian reality displayed prominently at Canadian airports; and the Canadian flag.

The Government of Canada is working closely with the private sector to present up-to-date information about the Canadian economy to key European decision makers. The Government will continue the Canadian Executive Speakers Program (CESP), which has supported nine programs whereby Canadian executives travelled to nine countries in Europe to deliver messages about Canada's knowledge-based economy to a total of over 300 European decision makers.

The Canada-Europe Round Table for Business (CERT) has Canadian and European firms among its members who typically have direct investments in the other jurisdiction. CERT is another instrument by which a more up-to-date image of Canada will be disseminated to key European decision makers.

In addition, around 25 European journalists will have visited selected Canadian industry clusters in 2001, which should lead to increased reporting about Canadian industrial capability in specialized journals.

Student exchanges are a key feature of the Canada-EU Higher Education and Training Program, which was launched in 1995 to foster educational and cultural links between Canada and the EU. Under the program, the Government of Canada and the European Commission support the development of international joint projects by consortia of Canadian and European universities, colleges, technical institutions and private sector partners. These projects aim at strengthening cooperation in post-secondary education, training and internship in a broad range of disciplines, namely through the joint development of innovative technology-mediated teaching materials, increased student mobility, as well as physical and virtual student exchange programs. More than 40 projects have been launched to date, involving over 50 post-secondary institutions in all regions of Canada and over 1500 Canadian and European students.