

update. Instead, we need a coherent, targeted approach that has a logic and leads us towards a defined and transparent goal.

The content must mirror the values we share in Canada, and it must use the communications technology that we have excelled in creating. The goal is not industrial, it is not cultural and it is not an extension of government interests. It is all of them, layered in such a way to reinforce and spotlight the kind of priorities we want other nations to share.

It's time for us to build that **third pillar of foreign policy**. It's time because culture and information are our newest and best 'defense' weapons. And over the last decade we have built up a valuable arsenal. It's time to parade it in front of the world.