



## *Promoting Canada Abroad:* **SUMMARY**

### **Canada. Cool. Connected.**

Canada is home to stunning natural attractions, livable cities and vast open spaces. In environmental and social terms, Canadians enjoy an exceptional quality of life. All year long and across the land, special events express Canada's rich history and living heritage. Famed around the world are Quebec City's Winter Carnival, the Calgary Stampede, Toronto's Caribana festival and the RCMP Musical Ride, to name just a few.

Yet this country is much more than what these familiar symbols and attributes might suggest. Canada's people, culture and spirit of innovation set us apart. From First Peoples, through French and English settlement to the most recent arrivals, 21st-century Canada features a diverse, skilled and forward-looking population with one of the highest standards of living in the world. Through the Internet and an elaborate telecommunications network, we are also among the most connected countries today.

We have a dynamic, trade-driven economy and unrestricted access to the North American market, adding value to our rich manufacturing, resource and service base. Globally we hold a leadership position and competitive edge in key areas of the high technology, communications and transportation sectors.

Canadians live in a comfortably diverse, bilingual and multicultural society where the needs and interests of all are accommodated despite regional, linguistic or ethnic differences. Canada's highly functional, flexible federal structure is constantly evolving; our public sector is lean and cost-effective, adding value while providing a high level of service. High-quality health care and education are universally accessible and publicly funded.

In foreign policy, Canada is an agile multilateral player and active bilateral partner. We are determined to advance our shared economic and political interests: a rules-based system of trade and investment, human security, and the promotion of Canadian values and culture. Canadians are engaged worldwide in the pursuit of prosperity, sustainable development, peace, democracy and a strong civil society.

In its short history Canada has developed into a thoroughly modern, knowledge-based nation with world-class governance, corporations, culture and lifestyle. Committed to excellence, Canadians look to the future with confidence and optimism.

