



Promoting Canada Abroad: **THEMES AND ELEMENTS**

Captivating — A must-see destination

- vast wilderness areas of extraordinary beauty, and charming cities where visitors will want to linger
- a clean, healthy environment that is carefully protected
- a quality of life and a friendly welcome that must be experienced first-hand
- highly varied cultural, sport and leisure activities
- excellent transportation, tourism and communications infrastructure

Civil — Among the best places in the world to live

- an unsurpassed lifestyle that keeps getting
- harmonious, progressive communities
- a safe and dynamic country that is open to the world
- cutting-edge technology and all the latest conveniences ready at hand
- a business-friendly environment

Competitive — With the right economic fundamentals

- outstanding industrial capacity, a diversified service sector and abundant natural resources
- a forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market
- on the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)
- a dependable trade and investment partner, able to compete at the global level
- a flourishing market economy that supports free trade