



- In general, Ambassadors meet with business people, non-governmental and academic groups, the media and government representatives to help raise awareness about Canada.
- For example, an Ambassador in an Asian country may outline Canada's foreign and trade policy to local audiences to raise awareness of business development opportunities for Canadian companies in that country, to promote advantageous links between Canada and the country, and to relate information about the current economic situation. She may also share her analysis with the business community and discuss how best to protect and promote Canadian interests in the region.
- Ambassadors also inform local business people and government representatives about opportunities for trade with Canada.
- We also appoint Ambassadors to international organizations, such as the United Nations and the World Trade Organization. There are also Ambassadors for Circumpolar Affairs and for Mine Action.
- Sometimes Ambassadors are called upon to do unusual things. Here are a few cases of Canadian Ambassadors who went above and beyond the call of duty:

Hostage Go-Between

On December 17, 1996, members of the Tupac Amaru Revolutionary Movement in Lima, Peru, stormed the residence of the Japanese ambassador and seized some 500 guests. One of the hostages was Canada's Ambassador to Peru, Anthony Vincent.

Released shortly afterwards, Mr. Vincent became part of a multinational team negotiating the release and well-being of the remaining captives. Because of his fluent Spanish, he was well placed to act as a go-between, carrying messages between the revolutionaries and the Peruvian government as well as ferrying necessities to the hostages.