

policy and trade matters.

- I.J. SOLMAN/CME

Securing acceptance for Canadian positions and products around the world.

Selling the world on Canada's views and exports.

Promoting Canada's foreign relations and trade interests.

Raising Canada's profile throughout the world.

Spreading the word on Canada.

Looking out for Canada's interests abroad.

Putting Canada first.

Selling the world on Canada.

Canada's ambassador and salesman.

Making a place for Canada in the world.

Putting Canada in the Big Leagues.

Asserting Canada's interests.

- UNKNOWN AUTHOR/Belgrade

The mission of EAITC is to develop, maintain and promote in accordance with government's priorities and objectives Canada's bilateral and multilateral foreign relations; to protect Canada values and achievement and to provide protection and a range of services to Canadian citizens abroad.

To fulfill this mission each individual must maintain maximum objectivity in assessing the effect of info, trends and situations on the realization of Canadian goals; fully assume responsibility for tasks assigned and never fail to perform at the highest level of professional excellence and dedication.

- J.R.D. FOWELL/IDR

To realize Canadians desire for, and Canada's interest in, a more peaceful, just and prosperous world through:

(a) conducting an active, global and independent foreign policy based on Canadian interests and constructive internationalism;

(b) promoting the openness of the global trade and financial system;

(c) promoting a more just, democratic and humane world.

In so doing EAITC is pledged to the excellence and timeliness of its: advice to the Government; services to the Canadian public; expression of Canadian views to foreign governments and citizens; and participation in international institutions.