

## MISSION STATEMENT - ENONCE DE MISSION

## - A. MORGAN/BML

In my view a mission statement should be short, simple, inclusive, unique, plausible, and evocative. It should be the short of thing that in a nutshell answers the question, "And what does External Affairs really do?"

What might a statement for EAITC look like? Here is one possibility: "To help Canada and Canadians succeed in the world".

This statement is in a way a modernized version of the one which spoke of "protecting and promoting Canadian interests abroad".

If one wanted a statement which emphasized the end result rather than action of seeking it, a possibility might be: "To help make a better world for Canada and Canadians" or "To help Canada and Canadians make a better world."

## - J.K. BARTLEMAN/Tel Aviv

The mission of the Department of External Affairs and External Trade is to defend and promote the foreign policy interests of Canada abroad and in Canada at a time of growing vulnerability domestically and unprecedented challenge and opportunity externally.

## - J.V. VISUTSKIE/Jakarta

The Department of External Affairs and International Trade Canada goals and objectives are to continue to promote our vast country's abundance of natural resources and our multicultural society to people in foreign countries by showing the benefits of our country for trade, investment, immigration, education, travel and cultural exchanges and by continuing to demonstrate Canada's influence as a leader in international events, as well as demonstrating our ability to compete successfully in the international market place in a variety of fields. Our mission is also to assist the travelling Canadian public in any way possible should the need arise. These objectives cannot be achieved through advertisement alone, the commodity that is most important in order for us to achieve our goals as a department, is people, people who can provide the required personal contacts to individuals, in many different walks of life throughout the world.