



- Our public diplomacy activities will keep domestic and international audiences informed about Canada's role in the world and promote Canada's image and values through cultural, artistic and academic expression.

**Government Initiatives:
Speech from the Throne, 2001**

- On January 30, 2001, Her Excellency the Rt. Hon. Adrienne Clarkson, Governor General of Canada, opened the first session of the 37th Parliament of Canada. A number of initiatives were identified for the government in the Speech from the Throne.
- On trade and investment, the government stated that it will work closely with the United States, Canada's most important trading partner, to maintain secure and efficient access to each other's markets. It will also work to modernize the common border.
- The government stated that, at the Third Summit of the Americas in Quebec City, it would seek to advance work toward creating the Free Trade Area of the Americas.
- The government announced that it would launch a branding strategy to raise awareness of the advantages of investing in Canada. It will continue successful Team Canada trade missions and launch Investment Team Canada missions to the United States and Europe.
- On global issues, the government is committed to working with international partners to promote international peace and security by enhancing the mechanisms for conflict prevention. These include the G20 — a new forum of which Canada is the first chair — which is striving to enhance the stability of the world economy and ensure that globalization benefits all.
- The government will increase Canada's official development assistance and use these new investments to advance efforts to reduce international poverty and to strengthen democracy, justice and social stability worldwide.