

There is much that we have in common. Indeed, a recent poll by Pollara Inc. showed that 85 percent of Canadians want to develop even deeper ties with the region. Canada has long recognized the inherent value of exchange between Canadians and Europeans, and continues to encourage more opportunities for cross-Atlantic connections—be they academic, cultural or professional. There are opportunities to broaden the scope of Canadian and EU exchange programs for young people, to reinforce and expand cooperation on higher education and training, to support more business-to-business contacts and to encourage discussions among parliamentarians.

Canada is projecting a stronger image than ever before as a technologically modern country with sound economic fundamentals and as something of a global cultural power. “Europeans are reading Margaret Atwood,” says Hampson. “Europeans are reading Mavis Gallant. Everybody knows who Celine Dion is. So, in some ways that we have not in the past, we have some major global cultural symbols, and

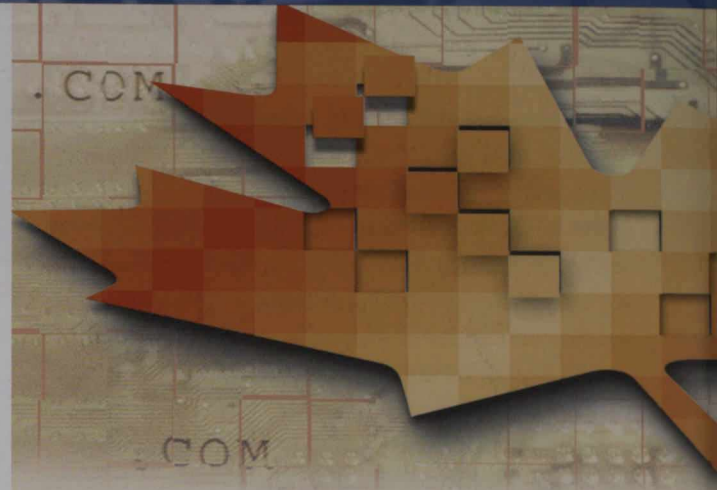
there is no question that that helps you in terms of your global image.”

### The Partnership Agenda

The new Partnership Agenda adopted at the summit in Ottawa marks a qualitative leap in Canada’s relationship with the EU. The Agenda represents a commitment to working together, to strengthening ties between the two regions, to translating shared values of political pluralism, democracy, rule of law and human rights into concrete action on the ground, and

to making multilateral institutions more effective.

Recognizing that the Canada-EU bilateral relationship, though in place since 1976, has often been more form than action, the Agenda sets out more than 50 initiatives intended to strengthen contacts at the political level. The Agenda is a reflection of the shared commitment to secu-



## CanadaEuropa Cyber-diplomacy

Canadians and Europeans are meeting cybernetically through an extensive Web site that builds relationships and bridges across many cultures.

Abbie Dann, Director of European Business Development and Connectivity at Foreign Affairs Canada, says that [www.canadaeuropa.gc.ca](http://www.canadaeuropa.gc.ca) is designed not only to provide service and information to Canadians, but also to present an image of Canada that resonates with audiences in Europe. “This is a conceptual place on-line that celebrates and builds on cross-Atlantic connections,” she adds. “It simply represents a new way for Canadians to engage in diplomacy with Europe.”

The name “Europa” was chosen because it evokes linguistic roots that cross many languages, and “pushes the boundaries for those who may sometimes only think of Western countries when they think of Europe,” says Dann.

Today, [www.canadaeuropa.gc.ca](http://www.canadaeuropa.gc.ca) welcomes more than 3.3 million visitors and receives more than 77 million hits a year. It represents partnerships with Government of Canada departments across the country and Web teams in more than 20 countries.

rity and multilateral institutions, global economic growth, cooperation on governance, action on global challenges and greater opportunities for people-to-people connections.

### Looking to the future

That the EU has named Canada one of its six key strategic partners, ranking it with the U.S., Russia, China, Japan and India, is an indication of the significance Canada has for Europe. Observers say that Canadians have a stake in the Europeans’ success in the historic act of achieving lasting peace and democracy in their expanding mass of land. There are many challenges—but also opportunities—ahead. “Succeeding in Europe isn’t a strategy of choice,” says Mr. Kinsman. “It’s a Canadian imperative.” 🍁



photo: CP (Sven Kaestner)

A Polish woman and a child look out of a window under the European flag in the city of Slubice as the country enters the EU.