

## Enhanced Representation Initiative

The September 2002 Speech from the Throne called for an increase in Canada's consular presence across the United States to expand and secure trade and to advance innovation in the Canadian economy through science and technology, strategic alliances and investments.

In response, the February 2003 budget identified funding for an Enhanced Representation Initiative aimed at improving the Government of Canada's ability to operate more effectively in the United States in the context of an increasingly integrated North American economy. This initiative will enable Canada to take advantage of opportunities and innovations in the U.S. market,

which are critical for Canadian prosperity. Defending Canada's existing interests, increasing business development and investment, and attracting science and technology require resources on the ground to build effective market intelligence networks and relationships with influential players.

In September 2003, the Government of Canada announced that it will open seven new consulates in the United States, upgrade two consulates to consulates general and appoint 20 honorary consuls as part of the Enhanced Representation Initiative. The move will strengthen Canada's capacity to advocate its interests in vital economic, political and security matters, and to develop innovative strategic partnerships in emerging U.S. economic power centres.

The Enhanced Representation Initiative will be completed by the fall of 2004. Canada will open a new consulate general in Denver and new consulates in Anchorage, Houston, Philadelphia, Phoenix, Raleigh-Durham and San Diego. The existing consulates in Miami and San Francisco will be upgraded to consulates general. This will increase Canada's representation in the United States from 15 to 22 offices. The honorary consuls will be appointed in strategic U.S. cities to champion our interests where there are no Canadian government offices. This initiative will reinforce Canada's presence in the United States and fill important gaps in our current representation, particularly in the Southeast, Southwest and Midwest.

