

PROMOTING CANADA ABROAD

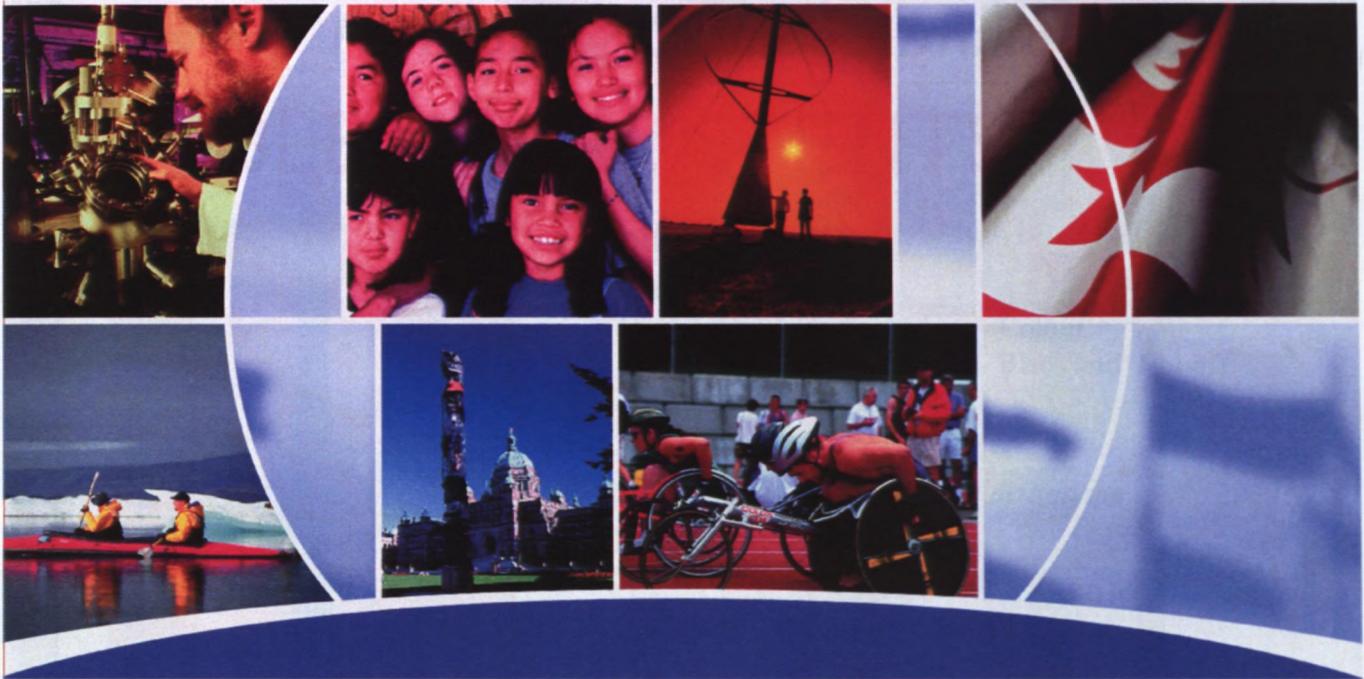
June 2002



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada



17093217

PROMOTING CANADA ABROAD

Dept. of Foreign Affairs
Min. des Affaires étrangères

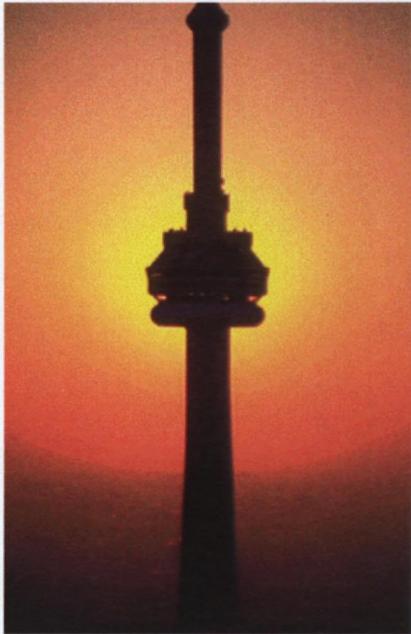
AVR 18 2006

Return to Departmental Library
Retourner à la bibliothèque du Ministère

<p>CAPTIVATING <i>A must-see destination</i></p>	<p>CIVIL <i>Among the best places in the world to live</i></p>	<p>COMPETITIVE <i>With the economic fundamentals</i></p>
<p>Canada. Cool. Connected.</p>		
<p>CREATIVE <i>Excellence based on ingenuity and knowledge</i></p>	<p>CARING <i>A just and inclusive society</i></p>	<p>COSMOPOLITAN <i>A modern state with a human face</i></p>

Promoting Canada Abroad

TABLE OF CONTENTS



Introduction

- Introduction Paper
- Themes and Elements Chart - Colour
- Themes and Elements Chart - Black and White
- Themes and Elements Paper

CAPTIVATING: *A must-see destination*

- Elements
- Messages
- Speech Module
- Factoids

CIVIL: *Among the best places in the world to live*

- Elements
- Messages
- Speech Module
- Factoids

COMPETITIVE: *With the right economic fundamentals*

- Elements
- Messages
- Speech Module
- Factoids

CREATIVE: *Excellence based on ingenuity and knowledge*

- Elements
- Messages
- Speech Module
- Factoids

CARING: *A just and inclusive society*

- Elements
- Messages
- Speech Module
- Factoids

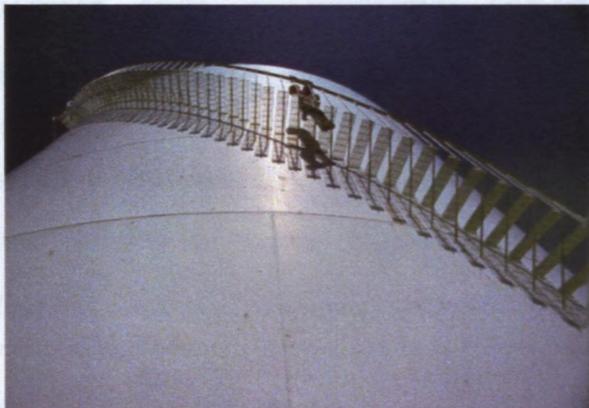
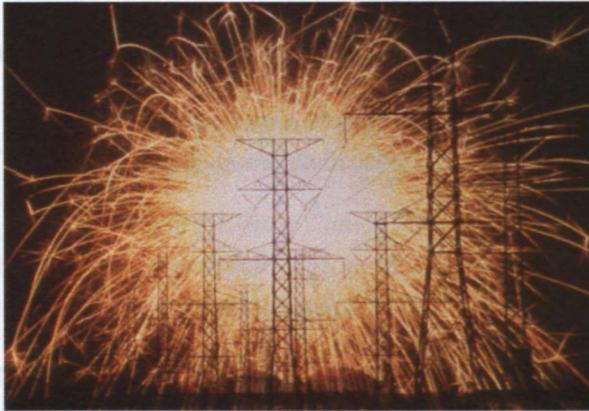
COSMOPOLITAN: *A modern state with a human face*

- Elements
- Messages
- Speech Module
- Factoids

Annexes

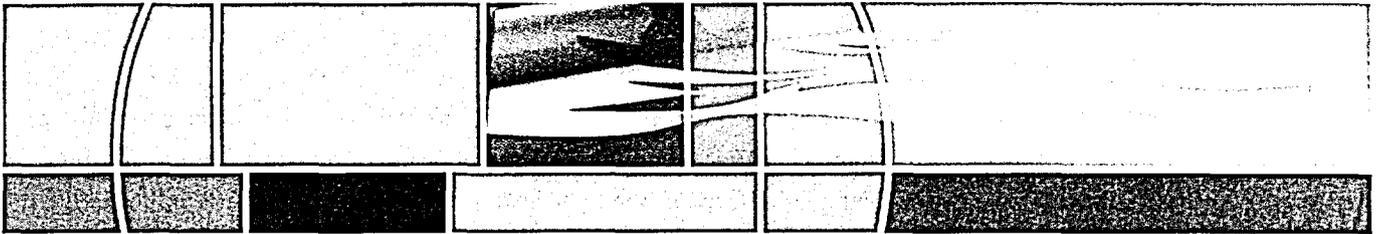
- Summary Paper
- Web Ready Module Paper

Introduction



Contents:

- Introduction Paper
- Themes and Elements Chart - Colour
- Themes and Elements Chart - Black and White
- Themes and Elements Paper



INTRODUCTION TO:

Promoting Canada Abroad Initiative

1. What is this Initiative?

Concept - *Promoting Canada Abroad Initiative* has been developed to help promote a modern, consistent and balanced image of Canada to International audiences.

Contents - The complete *Promoting Canada Abroad Initiative* consists of relevant documents to be used in the development of products aimed at promoting Canada in general. The core documents contained in the binder will be supplemented with various ready-to-run multimedia products as they become available.

Documents Contained in *Promoting Canada Abroad* Binder

The Initiative begins with a slogan: **Canada. Cool. Connected.** supported by 6 specific themes:
CAPTIVATING - CIVIL - COMPETITIVE - CREATIVE - CARING - COSMOPOLITAN

Each of the 6 themes is expanded upon in its own section of the binder through a series of elements, messages, speech modules, and factoids to support each specific theme.

The last section contains annexes of relevant articles and documents, including a sample "web ready article".

The material offered by the *Promoting Canada Abroad Initiative* falls into two broad types:

- i. - *Core Tools* (the contents of this binder) which will be used by DFAIT Headquarters and Missions to aid in the development of local communications products for promoting a balanced image of Canada to foreign audiences.
- ii. - *Supplementary Communication Products* (in various multimedia formats) for presentation directly to foreign audiences. Most of these supplementary products should be used in their entirety (except for some video footage, and generic images which can be used as required).

2. Why do we need the *Promoting Canada Abroad Initiative*?

This initiative was developed by BCP in the absence of any government guidance on how Canada should be represented internationally.

There are many promotional initiatives throughout DFAIT and the Federal Government, but all of them are focussed on particular aspects of Canada (ie: Trade, Investment, Tourism), and none of them address the issue of the image of Canada in general.

The International Public Affairs Program of BCP was created with the ambitious mandate of providing our Missions with "tools" to help them promote Canada and Canadian values to foreign publics. It soon became apparent to us that we needed a checklist of what aspects of Canada and Canadian values need to be promoted. The answer developed into the *Promoting Canada Abroad* Initiative.

In general, the existing image of Canada needed to be modernized and modified, building upon the successes and positive aspects of the old "Canada Brand".

Although the *Promoting Canada Abroad* Initiative could be seen as a "Branding" exercise, we are merely presenting it as a guideline to ensure that all aspects of Canada are represented and promoted equally. BCP will be applying the guideline in the delivery of our various "tools" as part of the International Public Affairs Program to provide consistency of messaging and approach.

3. How is the Material to be Used?

The various components of the initiative should be used both as a checklist/guideline and as a source of material when projecting an overall image of Canada to foreign audiences. The specific "slogan", themes and messages should be quoted directly to ensure consistency of messaging. Wherever possible the consistency and completeness of messaging should remain a high consideration.

The core documents offer consistent, clear messaging, and provide a "checklist" for product development to ensure that all aspects (not just tourism or trade) are featured when promoting the virtues of Canada in general.

We encourage DFAIT Mission and Headquarters personnel to refer to and incorporate any or all of the elements created by the *Promoting Canada Abroad* Initiative into their working documents and products. We invite you to modify various elements to suit local environments, conditions, sensitivities, and target audiences.

NOTE ON PHOTOS

The photographs used to illustrate the binder are merely representative images, and cannot be used by DFAIT in other applications. We are continuing to look for suitable images that will be made available for unlimited use by all DFAIT personnel in their efforts to promote Canada internationally.

4. What's Next?

This binder represents the first version of *Promoting Canada Abroad* Initiative. We will continue to adapt its contents to make it more comprehensive and usable based on comments received, and through the analysis and incorporation of other government papers as they are released.

The binder, in separate English and French versions is distributed throughout DFAIT Headquarters, to Heads of Missions, and to public affairs officers to encourage its local application.

As various components become dated, or change with government priorities, we will update the material provided. In particular, the factoids are the most changeable and easily outdated components of the binder. The basic factoids provided will be replaced, updated, and expanded as part of BCP's responsibilities.

Limited resources will prevent us from producing new binders on a regular basis. However, all the existing material, updated factoids and new products will be available for online viewing and downloading in various formats. Products created by *Promoting Canada Abroad* Initiative will be made accessible on the Public Diplomacy Resource Site at www.publicdiplomacy.gc.ca (User Name: publisite Password: diplo2000), and also from the Communications Bureau Intranet Page.

In the coming months we will be creating stand alone promotional products in various multimedia formats reflecting the theme of *Promoting Canada Abroad* Initiative.

We welcome any suggestions, comments, or criticisms that you may have to guide us in further developing products for this Initiative. Please feel free to contact:

Josette Couture,
Deputy Director,
Public Affairs and Outreach Programs

or

Bob Thompson,
Co-ordinator, International Public Affairs Program,
Outreach Programs and E-Communications Division (BCP)

CAPTIVATING

A must-see destination

CIVIL

*Among the best places
in the world to live*

COMPETITIVE

*With the right
economic fundamentals*

Canada. Cool. Connected.

CREATIVE

*Excellence based on
ingenuity and knowledge*

CARING

*A just and
inclusive society*

COSMOPOLITAN

*A modern state
with a human face*

CAPTIVATING

A must-see destination

CIVIL

*Among the best places
in the world to live*

COMPETITIVE

*With the right
economic fundamentals*

Canada. Cool. Connected.

CREATIVE

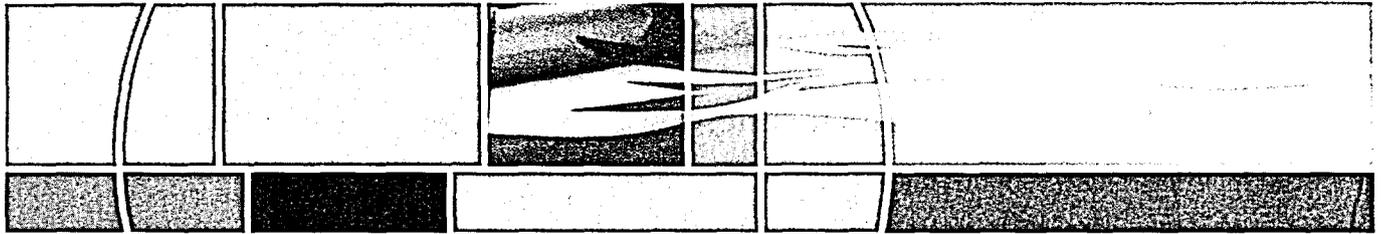
*Excellence based on
ingenuity and knowledge*

CARING

*A just and
inclusive society*

COSMOPOLITAN

*A modern state
with a human face*



Promoting Canada Abroad: **THEMES AND ELEMENTS**

Captivating — A must-see destination

- vast wilderness areas of extraordinary beauty, and charming cities where visitors will want to linger
- a clean, healthy environment that is carefully protected
- a quality of life and a friendly welcome that must be experienced first-hand
- highly varied cultural, sport and leisure activities
- excellent transportation, tourism and communications infrastructure

Civil — Among the best places in the world to live

- an unsurpassed lifestyle that keeps getting
- harmonious, progressive communities
- a safe and dynamic country that is open to the world
- cutting-edge technology and all the latest conveniences ready at hand
- a business-friendly environment

Competitive — With the right economic fundamentals

- outstanding industrial capacity, a diversified service sector and abundant natural resources
- a forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market
- on the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)
- a dependable trade and investment partner, able to compete at the global level
- a flourishing market economy that supports free trade

Creative — Excellence based on ingenuity and knowledge

- a highly qualified, innovative workforce
- a world-class network of teaching and R&D institutions
- the imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc.
- an increasingly knowledge-based economy with one of the world's best information infrastructures
- a multilingual, multidisciplinary population

Caring — A just and inclusive society

- a bilingual, multicultural country with Aboriginal, English and French roots
- a society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities
- a tolerant society, with liberal values and progressive policies
- harmonious labour-business-government relations
- high standards in its public health care, its legal and judicial system, its social services and its education system

Cosmopolitan — A modern state with a human face

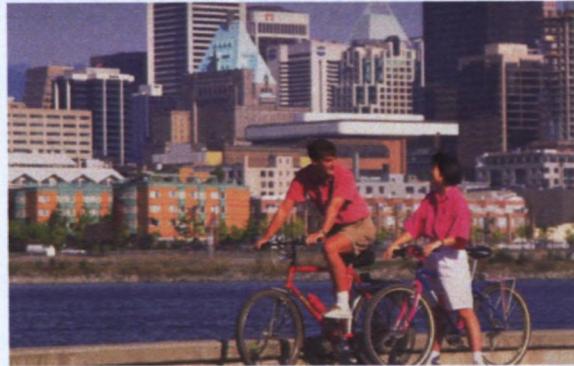
- a functional, flexible federal structure that adapts to changing circumstances
- a government responsive to the needs and concerns of citizens, and a public sector that offers them efficient service
- one of the world's most electronically connected countries; already all schools and libraries are linked to the Internet
- a champion of democracy, human rights and the rule of law
- a committed internationalist, as shown by its humanitarian initiatives, including its human security program

Canada. Cool. Connected.

CAPTIVATING

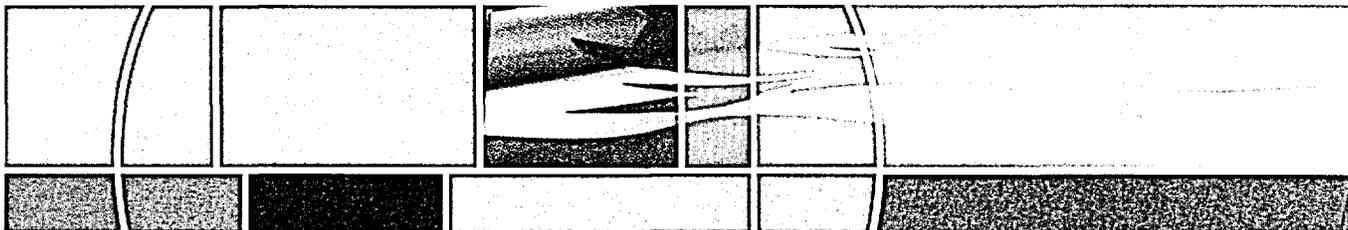
CAPTIVATING:

A must-see destination



Contents:

- Elements
- Messages
- Speech Module
- Factoids

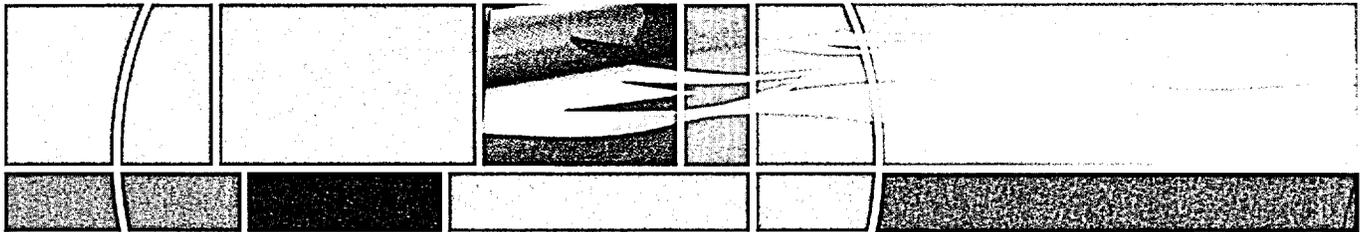


CAPTIVATING CANADA:

A must-see destination

- vast wilderness areas of extraordinary beauty, and charming cities where visitors will want to linger
- a clean, healthy environment that is carefully protected
- a quality of life and a friendly welcome that must be experienced first-hand
- highly varied cultural, sport and leisure activities
- excellent transportation, tourism and communications infrastructure





Messages

CAPTIVATING CANADA: *A must-see destination*

Vast wilderness areas of extraordinary beauty, and charming cities where visitors will want to linger

The world's travellers are increasingly putting Canada on their itineraries.

Realize your dreams — experience Canada's stunning natural attractions and vast open spaces for yourself.

A clean, healthy environment that is carefully protected

Canada's conservationist approach to environmental regulation includes effective controls on air pollution.

Laws help to protect our physical environment and our Canadian wildlife.

A quality of life and a friendly welcome that must be experienced first-hand

We greet visitors warmly.

Canada preserves and promotes the cultural identity of our many ethnic communities.

Canada still has "small big cities rather than big big cities."

Highly varied cultural, sport and leisure activities

Canada's cultural community is working on a canvas of vast scope.

From our earliest days, Canadian leaders recognized that the arts are vital to our social well-being.

Aboriginal peoples have kept their traditions and customs alive and meaningful through oral history, storytelling, music, dance and other arts.

Our multicultural background has shaped expression in the arts, melding and creating a truly original voice.

Canada has a rich tradition of annual festivals and special arts events across the country.

Excellent transportation, tourism and communications infrastructure

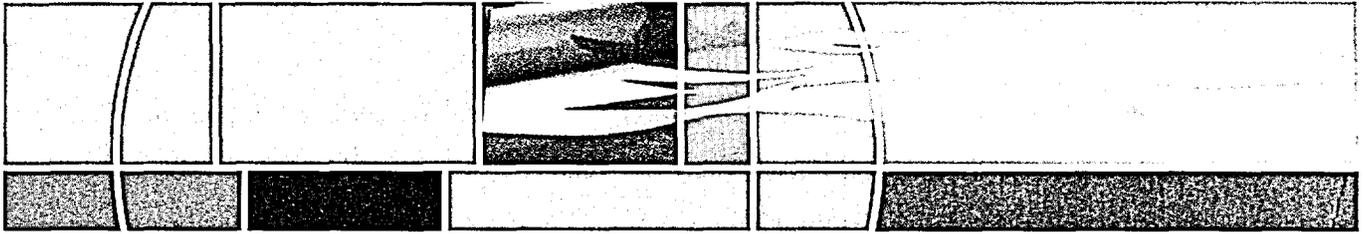
Visitors to Canada can explore our many, highly rated tourist attractions.

Our national broadcaster, the Canadian Broadcasting Corporation reflects our life and culture.

Our transportation infrastructure stretches from sea to sea to sea.

It all adds up to a vacation package too tempting not to open.





Speech Module

CAPTIVATING CANADA:

A must-see destination

Experience Canada's vast areas of extraordinary beauty, and charming cities where visitors will want to linger. As the financial figures show, the world's travellers are increasingly putting Canada on their itineraries. Foreign visitors spent an estimated \$16.2 billion in Canada in 2000, or 30 percent of total tourism expenditures in the country — up substantially from 22 percent in 1990.

We are known around the world for having abundant natural resources, and the reputation is fully justified. Without a doubt, many are drawn by the desire to experience Canada's unmatched natural attractions and vast open spaces firsthand. Indeed, national heritage locations managed by Parks Canada receive over 25 million visitors.

There are endless convenient options for realizing the dream of a lifetime by experiencing Canada's open spaces. For example, the northern environments include rivers, whales, polar bears, sea kayaks, dogsleds and endless other unspoiled natural attractions.

If you're feeling more adventurous, you can consult a recent directory of adventure tourism and ecotourism associations in Canada. This identifies 86 organizations that can help you to plan a trip. You can explore any of Canada's 20 major ecozones including 5 marine ecozones — that is, areas where organisms and their physical environment endure as a system. The ecozones are an extension of Canada's system of 41 national parks, which cover 224 000 square kilometres.

Canada has a clean and healthy environment that is carefully protected. With 755 square kilometres of fresh water, Canada has 9 percent of the world's renewable fresh water supply. Strict legislation protects our rivers and lakes, as well as our forests (covering 77 percent of our country) and our coastline (extending 243 000 kilometres and touching on three oceans).



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

Canada's conservationist approach to environmental regulation includes effective controls on air pollution. As of December 2000, even our cigarette packages carry warning labels and graphic images. Canada is the first country in the world to implement such labelling. The clean and healthy protection is extended to both restaurants and the workplace where smoking is controlled in enclosed areas.

Canada was the first industrialized country to ratify the UN Convention on Biological Diversity. This requires us to focus on protecting not only the natural beauty of our physical environment but also the many unique species of Canadian wildlife.

Canada is also proud of its quality of life where a friendly welcome must be experienced first-hand. We preserve and promote the cultural identity of our many ethnic communities. Canada is happy to be the destination for immigrants from all over the world, who are attracted to our welcoming culture. Of course we greet visitors just as warmly as those who come to stay.

Canada's population is 80 percent urban, but by world standards we have what one wag has called "small big cities rather than big big cities." These are cities with much to offer. In a recent survey of urban quality of life by the Corporate Resources Group, Vancouver placed 1st, Toronto 3rd and Montreal 15th out of 192 cities worldwide.

Canada's varied cultural, sport and leisure activities will offer something for virtually any taste.

A few statistics reveal how Canada's cultural community is working on a canvas of vast scope:

- In 1997, the arts and culture sector directly accounted for \$22.5 billion (3.1 percent) of Canada's gross domestic product (GDP).
- In Stratford, Ontario, the Shakespeare Festival has an annual operating budget of more than \$32 million and employs 750 full-time and seasonal staff. Total economic activity in Stratford associated with the Festival has been estimated at \$125 million annually.
- In the National Capital Region, the four national museums receive 3 million visits per year.
- The last census showed Canada had 493 performing arts companies.

- According to the 1996 Census, Canada has 13 300 painters and sculptors, 35 310 graphic artists, 24 610 interior and product designers, 11 000 architects 11 515 professional photographers, 8385 dancers and actors, 27 020 musicians, singers, composers, arrangers and conductors, 15 900 producers, directors, and choreographers, and 18 685 artisans and craftspeople.
- In 1997/98, over 114 million visitors were welcomed to more than 2500 not-for-profit heritage institutions in Canada, including nature parks (60 million) and museums and galleries (54 million).

From our earliest days, Canadian leaders have recognized that the arts are vital to our social well-being. Aboriginal peoples have kept their traditions and customs alive and meaningful through oral history, storytelling, music, dance and other arts. The first settlers brought their diversions with them, and used them to keep their minds active and creative during the difficult years of founding their communities. The arts have been nurtured and developed here in ways that reflect life in Canada. New expressions of talent have marked each new development in our history. Our multicultural background has also had its impact on the arts, melding and creating a truly original voice.

Canada has a rich tradition of various annual festivals and special arts events. Thousands of visitors attend the Sunshine Coast Festival of the Written Arts, while over a million flock to the Montreal International Jazz Festival. The events allow visitors to sample the work of artists from all regions of the country. More than 150 international or interprovincial festivals are held in Canada annually.

More than 50 years ago, in Stratford, Ontario, professional theatre in Canada received a major boost with the founding of the Stratford Festival and the Théâtre du Nouveau Monde in Montreal. Since then, Toronto has become the world's third-largest centre for English-language, hard on the heels of New York and London. Meanwhile, other theatre companies have sprung up across the country.

Canada offers visitors an excellent transportation, tourism and communications infrastructure. With so much to choose from, where should you start? The Attractions Canada Web site (www.attractionscanada.ca) lets visitors begin by exploring Canada on-line. Each year, it holds a competition to identify Canada's top seven tourist destinations. In 2000, these were the winners:

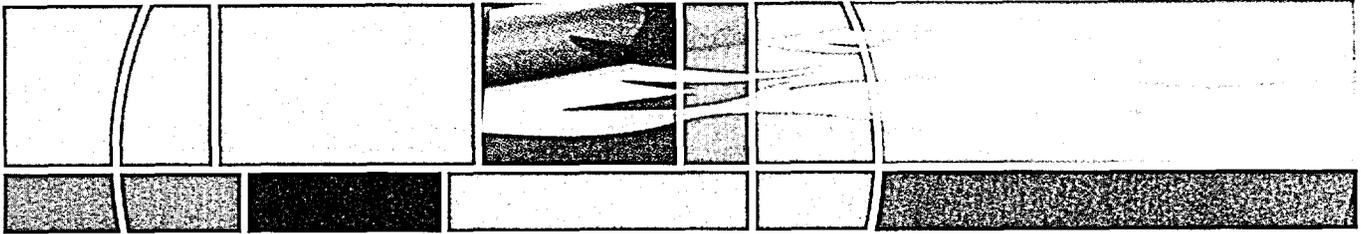
- The Oak Hammock Marsh Interpretive Centre stands within a 36-square-kilometre wildlife management area in Manitoba. It provides a host of indoor and outdoor activities for visitors to enjoy.

- At the Ontario Science Centre in Toronto, the Timescape exhibition introduces scientific and social aspects of the subject of time to the general public. Visitors view images of human civilization over the past several thousand years.
- For 20 years now, the Festival d'été de Québec has delighted summer visitors to Quebec City. On its program is a unique mix of popular music, world music, classical concerts and street art.
- Bromont International is the most important equestrian competition in Quebec and a major event on the local sports scene. Fans of equestrian sports flock to the Eastern Townships for this competition.
- Manitoba's Assiniboia Ski Area and Winter Park offers excellent downhill skiing for all levels from beginners to experts. It also features snowboarding, snowtubing and more.
- Upper Canada Village preserves our unique heritage and provides entertaining historical interpretations. Its war memorial is dedicated to the Canadian and British soldiers who stopped a bigger U.S. army from reaching Montreal on November 11, 1813.
- The Confederation Centre of the Arts in Prince Edward Island is famed nationally and internationally for the Charlottetown Festival, the "Home of the Canadian Musical."

Canada is a world leader in radio broadcasting and telecommunications. Our national broadcaster, the Canadian Broadcasting Corporation reflects our life and culture. A small part of that is the distinction of talking more on the phone than any other people in the world.

Our transportation infrastructure stretches from sea to sea to sea. We have 360 000 kilometres of railway track, over 900, 000 kilometres of highways, over 1400 airports large and small, and 3000 kilometres of waterways, including the St. Lawrence Seaway.

It all adds up to a vacation package too tempting not to open.



Factoids

CAPTIVATING CANADA:

A must-see destination

*element: Vast wilderness areas of extraordinary beauty,
and charming cities where visitors will want to linger*

*message: Unparalleled
Natural Environments*

Canada has the longest coastline in the world

Canada is the 2nd largest country in the world,
(9,970,610 sq.km)

Canada is the 2nd largest forested country in the world,
(77% of the land area)

Natural attractions are found everywhere from the
BC coastline, the western mountains, great plains,
arctic barrens, Atlantic coast, and Maritimes

Canada has 25% of the world's wetlands

message: A Wildlife Destination

Canada encompasses 20 major ecozones

Canada's ecology is divided into 15 terrestrial ecozones,
and 5 marine ecozones

Canada holds five distinct landforms (arctic, forests,
plains, wetlands, mountains)

The National Park Act protects ecological integrity, and
ensures proper functioning of the ecosystem in Canada's
41 parks

Canada's National Parks cover 224,466 km² or 2.0%
of the land

The Canadian Heritage Rivers System (CHRS) ensures
the provincial, territorial, and federal conservation and
management of rivers

- CHRS was established in 1984, and oversees
28 rivers that total over 6000 km



Factoids, Captivating Canada

element: A clean, healthy environment that is carefully protected

message: World Leader in Abundant Natural Resources

Canada has 9% of the world's renewable fresh water supply

Lakes are protected by legislation, International Boundary Waters Treaty Act, protecting the future of Canadian lakes

77% of Canada is forest land, 35% of Canadian forests are Boreal

James Bay Project in Quebec is the largest source of hydro-electrical power in Canada.

Agriculture is the 3rd largest employer in Canada, 280,000 farms employing 1.9 million Canadians

Canada is the 2nd largest producer of zinc, and nickel, and the 1st in the world for the production of potash, and uranium

Canadian mining is a world leader in environmentally safe and clean mining practises

message: Knowledgeable Approach to Environmental Regulations

Canada's Environmental Air Protection Act (CEPA) 1999, aims to reduce pollution, regulate/eliminate emissions

\$1.2 million dollars added to air pollution monitoring in 2000

Smog forecasting projects are underway throughout Canada; in 1999 New Brunswick became the first province to initiate smog forecasting

\$8.7 million will be spent on acid rain monitoring over the next 5 years

Canada was the first industrialized country to ratify the UN "Convention on Biological Diversity"

The Oceans Act, Jan. 1997, protects marine environments, regulates scientific research, and controls offshore installations and structures



Factoids, Captivating Canada

element: A quality of life and a friendly welcome that must be experienced first-hand

message: Canadians Accommodate the Needs of Ethnic Groups in an Amicable and Welcoming Manner

We are a mosaic. This allows newcomers to express their cultural identity, and at the same time integrate into Canadian culture

In all Canadian provinces local ethnic Churches, community groups, and associations are abundant

Universities across the country have programs/support services for international students

Host programs and the Welcome Home Campaign (<http://www.cic.gc.ca/welcomehome/index.htm>), promote integration into Canadian life

The Canadian Council for Refugees is a non-profit organization, committed to rights and protection of refugees/immigrants in Canada

In 1998, Canada welcomed 41 million foreign travellers (students, business travellers, tourists, temporary workers, people visiting family)

message: Canada Offers Cities That are Convenient to Live in

80% of Canadians live in an urban setting

Canada has “small” big cities rather than “big” big cities

“Small” big cities are easy to live in without the hassles of big city transportation, pollution, congestion

In 1997, the Corporate Resources Group Annual Ranking of Cities (ranked according to their quality of life), placed Vancouver 1st, Toronto 3rd, and Montreal 15th, (out of 192 cities worldwide)

Montreal is the safest city in North America and its cost of living is low

Major Canadian cities have excellent museums, galleries and cultural centres

Public transportation in major Canadian cities is convenient and affordable



Factoids, Captivating Canada

element: Highly varied cultural, sport and leisure activities

message: Canada's Cultural Diversity Presents an Enormous Variety of Opportunities

There are music festivals from coast to coast (eg.-Dawson City Music Festival www.dcmf.com, Montreal Jazz Festival)

Canada has wine regions across the country

- the Okanagan wine region in British Columbia, with its festival designated as one of the top 100 tourism events in North America in 2000, www.owfs.com
- the Niagara Region in Ontario
- the Montérégie region in Québec

Restaurants- Visiting Canada is like coming home, as cuisine is multicultural

message: A Range of Natural Wonders to Experience

Canadian destinations include, Clayquot Sound, Johnstone Strait, Gulf Islands, the Rockies, Newfoundland, Nova Scotia, Whistler, B.C.

Major locations of whale watching activities

- British Columbia
- Gulf Island region- pods of 20-60 members
- Quebec, Tadoussac- belugas, blue whales
- Newfoundland, Notre Dame Bay- 22 species of whales, dolphins, porpoises



Factoids, Captivating Canada

element: Excellent transportation, tourism and communications infrastructure

message: Canada is a World Leader in Radio Broadcasting and Telecommunications

CBC Radio and Radio Canada reflect Canadian life and culture in a distinctive, commercial free approach

Canada enjoys 4 national television networks; two English, and two French

Radio service for the Canadian north is available in English, French, and 8 Aboriginal languages

CBC international/ Radio Canada International shortwave radio broadcasts in 7 languages

In 1994, the CBC became the world's first broadcaster to have 24 hour online radio



In 1998-99, 99.1% of the CBC's operating expenditures were devoted to program production and distribution

Canada is the 2nd largest exporter of television programming in the world

Canada enjoys a domestic satellite systems equipped with 300 earth stations

Canada hosts 7 international satellite earth stations

In 1999, 18.5 million main telephone lines in use

There are 3 million cell phones in Canada

Canada has over 750 Internet service providers

139 out of 1,000 people own cell phones

In 1998, 42% of the Canadian population had access to the Internet

Companies such as Nortel, Alcatel, and JDS Uniphase have transformed Canada into a global centre of fibre optics technology

message: Excellent Transportation Infrastructure From Sea to Sea to Sea

Canadian railways are composed of 36,114 km of trackage

Canadian National is the only railroad company in North America to cross the continent east-west and north-south, serving ports on the Atlantic, Pacific and Gulf coasts.

- CN employs 22,400 people, operates 15,500 route miles of track

Canadian Pacific Railway company has over 19,000 employees and a railway network spanning nearly 25,000 route-kilometres (15,500 miles)

- CPR spans North America from the Atlantic to the Pacific, linking principal Canadian cities as well as the U.S. Midwest and Northeast

Train passenger service is provided by government operated VIA Rail

Canadian highways span 901,902 km in total

318,371 km of Canadian highways are paved

There are 1,411 airports in Canada

Canada boasts 3,000 km of waterways, including the St. Lawrence Seaway

Canadian pipelines for crude and refined oil span 23,564 km

There are 74,980 km of pipelines for natural gas in Canada

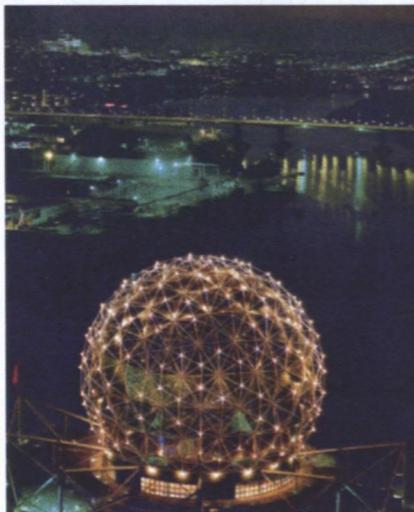
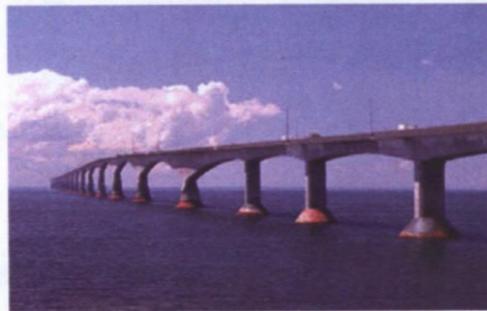
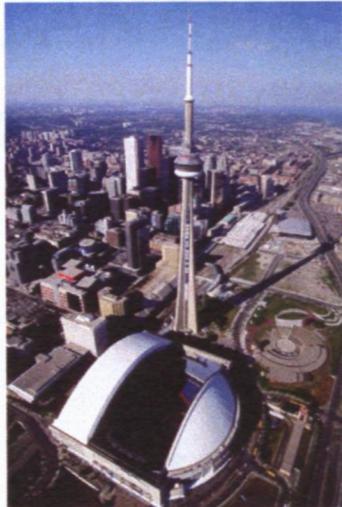
In 2000, the total number of U.S. visitors to Canada by land, air, sea, and train was 43,993,000

- In 2000, the total number of international (non US) visitors to Canada by air, land, and sea was 4,642,000

CIVIL

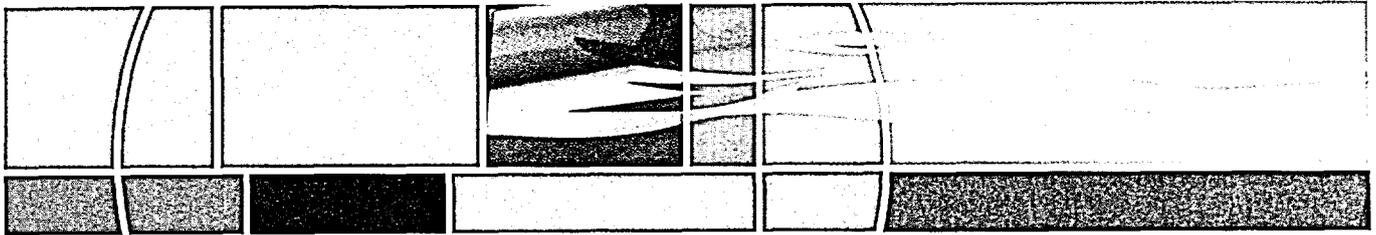
CIVIL:

Among the best places in the world to live



Contents:

- Elements
- Messages
- Speech Module
- Factoids

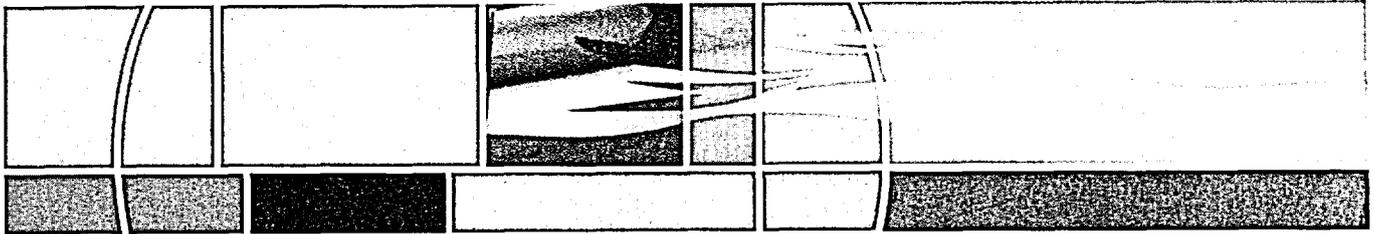


CIVIL CANADA:

Among the best places in the world to live

- an unsurpassed lifestyle that keeps getting better
- harmonious, progressive communities
- a safe and dynamic country that is open to the world
- cutting-edge technology and all the latest conveniences ready at hand
- a business-friendly environment





Messages

CIVIL CANADA:

Among the best places in the world to live

An unsurpassed lifestyle that keeps getting better

Canada is ranked by the United Nations as the country with the best quality of life in the world.

The good news is already here: Canada's way of life is rated tops by the UN. The best news is that all the requirements are in place to make Canadian life even better.

Canada ranked first on the Gender Development Index.

Harmonious, progressive communities

The knowledge economy is giving rise to whole new fields of industrial endeavour.

The Government of Canada will continue to support innovative new sectors.

We are working hard to create the kind of business environment that fosters innovation.

A safe and dynamic country that is open to the world

There is a distinct Canadian advantage in the crucial areas of capital investment and global competitiveness.

A Free Trade Area of the Americas could open up a hemispheric market for Canadians.

Canada has safe and clean urban centres, where a wide mix of ethnic groups live well together.

A country with cutting-edge technology and all the latest conveniences at hand

Canada has equipped itself with all the technological tools needed to build a 21st-century kind of life for its citizens.

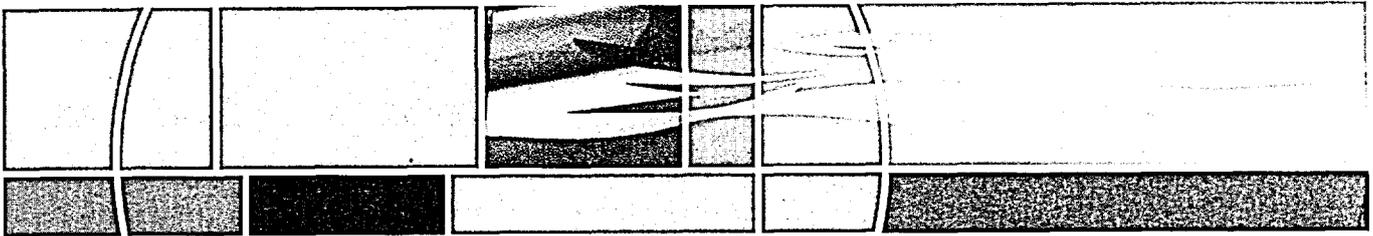
Industries of the New Economy are powering Canada's prosperity.

A business-friendly environment

Canada fully understands that the knowledge economy is all about people.

The Canadian government recognizes the foreign credentials of immigrants.





Speech Module

CIVIL CANADA:

Among the best places in the world to live

Canada has an unsurpassed lifestyle that keeps getting better. For seven straight years, the United Nations ranked Canada as the country with the best quality of life in the world. The good news is already here: Canada's way of life is rated tops by the UN. The best news is that all the requirements are in place to make Canadian life even better. Our rankings in terms of life expectancy at birth and school enrolment went up, while the long-term unemployment rate and percentage of Canadians living below the poverty line went down.

For four years in a row, Canada ranked first on the Gender Development Index. This measures women's progress in achieving the same levels as men for literacy, education, life expectancy at birth, and income. Underlying this achievement is the fact that the percentage of Canadian women who are professional and technical workers increased from 51.1 percent to 52.2 percent. The UN study tells us much about what we have accomplished.

Canada is experiencing the growth of harmonious and progressive communities. The knowledge economy is giving rise to whole new fields of industrial endeavour. As a result, the Canadian economy has moved away from its former reliance on commodities. As a share of exports, commodities fell from almost 60 percent in 1980 to about 30 percent in 1999.

The Government of Canada continues to support these innovative sectors. This past year, Industry Canada offered a one-time \$140 million grant to Genome Canada.

We are working hard to create the kind of business environment that fosters innovation. In a recent speech, Canada's Finance Minister, Paul Martin announced, "We want to build an economy that attracts talent like a magnet attracts metal. To lead the world. To set the pace. And to build from this revolution's promise an even greater prosperity."



To create a country where our people feel that there is nowhere else they would rather be, because there is no place else they can achieve so much.”

Canada is a safe and dynamic country that is open to the world. For example, there is a distinct Canadian advantage in the crucial areas of capital investment and global competitiveness. The capital gains tax rate in Canada, averaging 23 percent, is now lower than that in the United States. Also, Canada’s taxation of stock options is more generous and flexible than it is in the United States. Furthermore, the average corporate tax rate for business in Canada is falling to 32 percent — almost 5 percentage points below U.S. rates.

The North American Free Trade Agreement (NAFTA) gives us unfettered access to the largest market in the world, the United States. Therefore, Canada enjoys the world’s largest bilateral trading relationship. Now negotiations are underway to create a Free Trade Area of the Americas (FTAA) that could open up a hemispheric market for Canadians.

Canada has safe and clean urban centres, where a wide mix of ethnic groups live well together. There are 26 cities with more than 100 000 people in each and 3 metropolitan areas where the population is over one million. Despite the large populations in our urban areas, we are considered safe because Canada has the world’s toughest gun control laws. Also, our country is described as clean because of our commitment to protecting our greatest asset, the environment. Furthermore, government policies that foster multiculturalism, promote tolerance and acceptance between Canada’s diverse ethnic groups.

Canada is a country with cutting-edge technology and all the latest conveniences at hand. The country has equipped itself with all the technological tools needed to build a 21st-century kind of life for its citizens. Technological change continues to drive economic growth in all sectors. Much of the true New Economy is to be found in adding value and momentum to a wide range of existing industries, from tradition manufacturing to agriculture, and from mining to oil and gas. For example, in Canada, the oil reserves in the Alberta tar sands exceed those of Saudi Arabia. But the oil is mixed with sand and, until recently, was very expensive to separate. Now innovative technology allows the oil to be extracted economically, opening up new vistas of wealth and opportunity for Canadians.

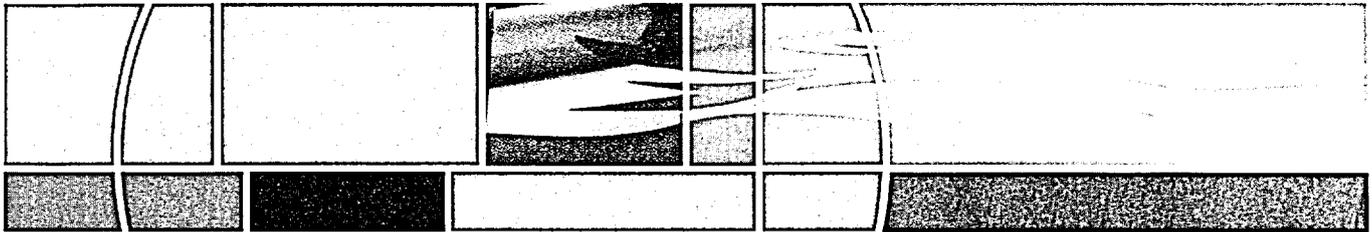
Industries of the New Economy are powering Canada’s strong prosperity. Since 1995, these industries have expanded at almost four times the rate of the economy as a whole, and they accounted for about 40 percent of Canada’s growth last year. The effects are being felt everywhere. In the province of Quebec, for example, a large software development

industry has sprung up, with 3400 active companies and 80 000 employees.

We are a country with a business-friendly environment. Canada fully understands that the knowledge economy is all about business people and innovators. Businesses and foreign investors in Canada already benefit from the best research and development tax incentives in the world. Now, we are committed to making Canada one of the top five R&D countries by 2010, and the current federal investment in R&D will at least double by then.

To further enhance Canada's business environment, the Canadian government recognizes the foreign credentials of immigrants.

Knowing that Canada needs to attract more skilled workers from abroad, the federal government is working with the Canadian provinces and territories to take advantage of the knowledge-base of immigrants, and their more rapid integration into Canadian society.



Factoids

CIVIL CANADA:

Among the best places in the world to live

element: An unsurpassed lifestyle that keeps getting better

message: Canadian Cities Are Safe and Convenient to Live in

Canada has some of the toughest gun control laws in the world

The National Strategy of Community Safety & Crime Prevention disposes of \$32 million annually to encourage communities to develop innovative, grass roots crime prevention programs and partnerships

Anti-smuggling initiatives have led to 17,000 smuggling related charges, totalling \$113 million

The core of Canadian cities remain healthy as young people are moving from their parent's homes in the suburbs to downtown areas

Immigrants, as a group, are younger, and they also tend to live in downtown cores for their affordability, employment opportunities, and accessibility

Ageing boomers are also leaving the suburbs for a more urban lifestyle, such as condo living

The 2000 William M. Mercer Quality of Life Survey, based on social stability, excellent infrastructure, and leisure facilities, ranked the following Canadian cities;

- #1 Vancouver
- #5 Toronto
- #7 Montreal
- #9 Calgary

message: Balanced and Healthy Lives, That's What We Are Striving For

In February 2001, the federal government invested \$120.2 million in new measures to accelerate action on clean air (fuel emissions, industry smog, acid rain)

The high tech. Road Weather Information Systems (RWIS) is being installed on major roads/highways with sensors that can read and report atmospheric conditions

Canada is taking a proactive approach to road safety, forecasting, and accident prevention

Many Canadian employers are implementing work/life balance programs, which are proven to reduce stress, increase stimulation, and enhance recognition of job completion

Tele-commuting reduces pollution, saves money on gas and parking

Factoids, Civil Canada

element: An unsurpassed lifestyle that keeps getting better (continued)

message: Canada Displays Energy, and Creative Forces That Are Always in Motion

On March 30, 1999, Canada became the first country in the world to connect public schools and public libraries country-wide (www.schoolnet.ca)

By March 31, 2001, there were 250 000 computers in schools, or one per classroom

The objectives of Schoolnet are;

- to create 20 000 grass roots projects for online learning opportunities, to help students develop skills for the knowledge-based economy
- to connect all 620 First Nations communities (including ones without schools) to the Information Highway, to increase learning, support economies, and promote cultural development

The Bank of Canada, with assistance from the Canadian National Institute for the Blind (CNIB), has launched a new \$10 bill which has features that make Canada a leader in paper currency

- The new \$10 bill has raised bars, distinguishable by touch so blind or visually impaired persons can differentiate it from other bank notes. It also features defined colour contrasts, and larger numerals that enables better identification by low vision users
- The CNIB, along with Duxbury Systems Inc., and the American Printing House, are working on braille translations through the Internet (ex.: braille embossers, displays)

Heritage Canada has a Book Publishing Industry Development Program, which strengthens the capacity of Canadian-owned, and controlled, industry to publish and market Canadian books domestically and internationally

In March 2000, the Minister of Heritage announced that Raincoast Book Distribution Ltd. would receive \$286,265 to fund efficient, Web-based distribution of Canadian authors/titles



Factoids, Civil Canada

element: Harmonious, progressive communities

message: Canadian Influences Are Recognized Worldwide

Canada has the highest telephone penetration in the world

Canada is the 2nd largest exporter of television programming in the world

Canadian policy encourages both high tech., and resource based industries

In 1999, one-tenth of Canadian businesses used the Internet to sell goods and services

Canada ranks first among the G7 in wireless communication costs

Canada is rated #2 in overall World connectedness

Canada is the #1 trading partner to the U.S.

Canada is the largest mineral exporter in the world

In 1998, Canadian ports handled 375.2 million tonnes of freight

In November 2000, international travel to Canada increased by 1.3%, and Canadian travel overseas increased by 6.1%

Canada has the largest industrial biotechnical community in the world

The Canadian International Development Agency (CIDA) supports foreign aid projects in more than 100 of the poorest countries in the World

message: Canada is Willing to Introduce, and Support Changes in Natural Sciences and Engineering

In 2000-2001, the Natural Sciences and Engineering Research Council of Canada (NSERC) invested \$550 million in university-based research training in natural sciences and engineering

- NSERC
 - is investing \$3.8 million to promote science and engineering among young Canadians
 - supports 9000 students in their advanced studies
 - funds more than 8700 researchers every year
 - encourages more than 1000 Canadian companies to invest in university research
- NSERC will invest \$500,000 over the next 5 years to develop technologies that will process large amounts of data into useable information

The Canadian Foundation for Innovation is an independent corporation established by the Government of Canada in 1997. The Foundation's goal is to strengthen the capability of Canadian universities, colleges, research hospitals, and other not-for-profit institutions to carry out world-class research and technology development

The Canadian Foundation for Innovation announced in January 2001 the investment of \$9.6 million to help launch careers of 82 researchers at 25 Canadian universities

Factoids, Civil Canada

element: Harmonious, progressive communities (continued)

message: We Have A Bright Future

After a 4 year decline, the federal government spending on culture increased to \$6 billion in 1998-1999

Canadians have made, and continue to make, significant progress in space engineering

Space engineering continues to give Canada distinguished status of space nation

The Canadarm (1981), has been used in 50 NASA space missions and had done 7000 orbits with no malfunctions

The Mobile Servicing System (MSS) is the next generation Canadarm

- It is an essential component of the International Space Station; to be used assembling, maintaining and moving equipment and supplies around the station

Between 1993 and 1999, Canadian aerospace industry sales doubled, creating 30,000 new jobs

Canada is moving from an industrial economy to a knowledge-based economy, and distance is no longer an obstacle

Canadians are re-discovering the importance of community and home

There is a growing trend towards home-based work, shopping and health services



Factoids, Civil Canada

element: A safe and dynamic country that is open to the world

message: Canada is Naturally Cool

Canada has 26 urban areas with populations of more than 100,000 inhabitants

4 Canadian cities have more than a million inhabitants

Canadian cities are safe, clean urban centres with a wide mix of ethnic groups living well together

Canadian cities have varied cultural activities such as live theatre, dance, music, galleries, and museums

Montreal has an “underground city”, which encompasses 30 km of walkways and 1700 boutiques, stores, and restaurants

Montreal has a mix of contemporary and historical sites

“Le vieux Québec” in Quebec City has been designated a World Heritage Site by UNESCO

In 2001, it is projected that Ottawa will lead Canadian cities in economic growth, for the 2nd year in a row

Ottawa is rated 6th in the World in terms of quality of life

Vancouver, “supernatural by nature”, the 3rd largest Canadian city, is ranked as one of the most beautiful cities in the world

Calgary is Canada’s oil and ranching capital

Calgary is a young cosmopolitan city that has great potential



Factoids, Civil Canada

element: A country with cutting-edge technology and all the latest conveniences at hand

message: Canada is A World Leader in High Tech

Ottawa is being called "Silicon Valley North", a leader in wireless revolution

Wireless devices bring in \$5 billion in profit per year

36,000 new jobs to be generated by the high tech industry over the next 30 years

Toronto has over 3100 firms that employs 155,000 people

Quebec has a large software development industry, 3400 active companies, 80,000 employees

The "Technology Triangle", which includes the Ontarian municipalities of Kitchener-Waterloo, Guelph and Cambridge, is growing

In 2000, personal computer sales increased by 9.5%, and reached \$34 million in sales

In 2000, the personal computer market was worth \$11.4 billion, more than double its value in 1999

Canadian programmers are working on efficient, voice-activated programs to reach clientele who have difficulty with the keyboard

message: Canada Invests in Health/research Programs

The Canadian Institute of Health Research regularly funds various avenues of research, for example, it has provided;

- \$12.8 million for diabetes research in Montreal
- \$28.7 million across Alberta for 59 health research projects
- \$6.2 million in health research grants in Kingston

Canadian research on the human genome has lead to the discovery of altered genes that predisposes humans to certain diseases

Canadian human genome research will lead to a preventative health system rather than a reactive one

In February 2001, Industry Canada allocated a one-time \$140 million grant to Genome Canada

Human genome research plays an important part in Canada's innovation agenda

Factoids, Civil Canada

element: A business-friendly environment

message: Canada is a Domestic and International Destination

Canadian tourism is the 5th largest earner of foreign exchange after automobiles, auto parts, crude petroleum, and newsprint

In 2000, Canada was ranked 2nd in the world's top ten destinations

In Sept. 2000, Banff springs Hotel was ranked 2nd in the best overseas destination spa

In 1999, 145,393 Canadians travelled domestically

message: Business in Canada is Convenient and Worthwhile

Canada operates a market-based, free enterprise economy

Canada enjoys low inflation rates, between 1 to 3% - inflation over the past 5 years has averaged 1.6 to 3.0%

Growth projections for 2001 in Canada averaged 3.8%

Canada is the #1 trading partner to the U.S.

NAFTA has allowed access to the North American trading market

Canada has an excellent transportation system that moves over \$1 billion per day in traded goods

There is direct air service between major Canadian and U.S. cities

Foreign investment in Canada has doubled since 1998

The 2000 federal Budget featured tax cuts averaging 21% by 2004-2005

Canadian labour costs are the lowest in the G7

Electrical costs for industry are 24% lower in Canada than in the U.S.

Building construction costs are 15% lower in Canada than in the U.S.

Land costs (except in BC) are 8% lower than in the U.S.

The cost of doing business in Canada is 40% lower than in Germany, and 36% lower than in the U.S.

Canadian laws preventing unfair competition are the best in the world

Canada provides private companies with research supports, market development, and technology transfer

The Canadian R&D tax is generous, immediate, and offers full write-off for all business expenditures

The Investment Canada Act ensures foreign investment occurs in a way that benefits Canadians

Canada has the lowest cost of living in the G7

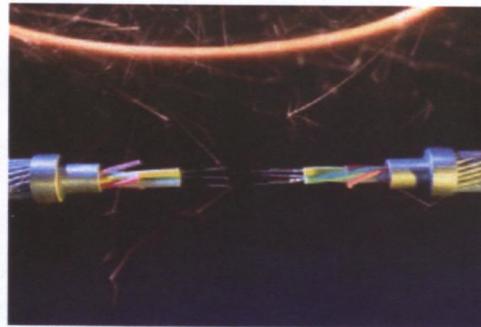
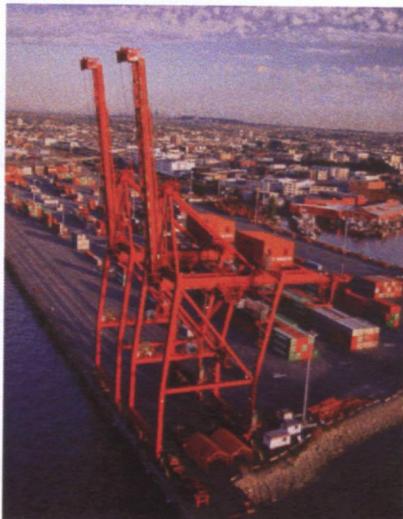
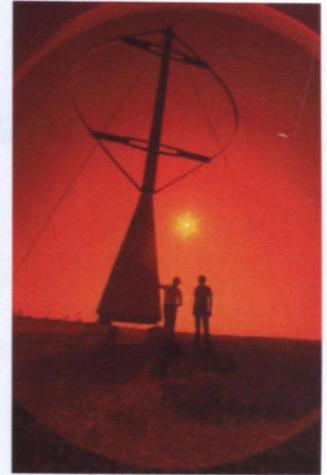
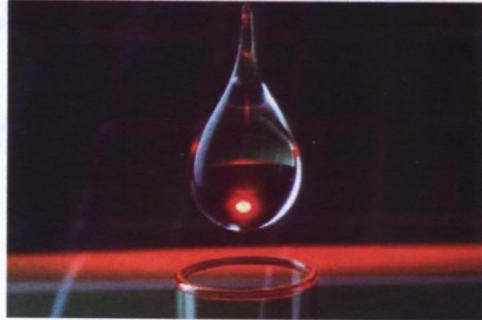
Canada ranks better than the U.S. in crime, pollution, environment, and leisure

Quebec's business costs are 18.2% lower than the U.S.

COMPETITIVE

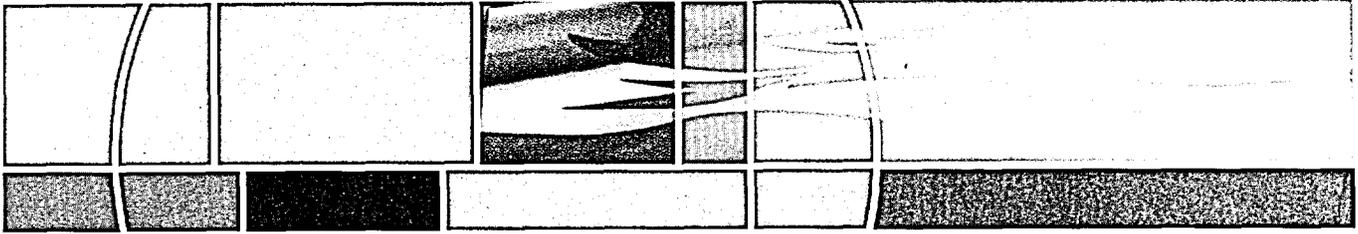
COMPETITIVE:

With the right economic fundamentals



Contents:

- Elements
- Messages
- Speech Module
- Factoids

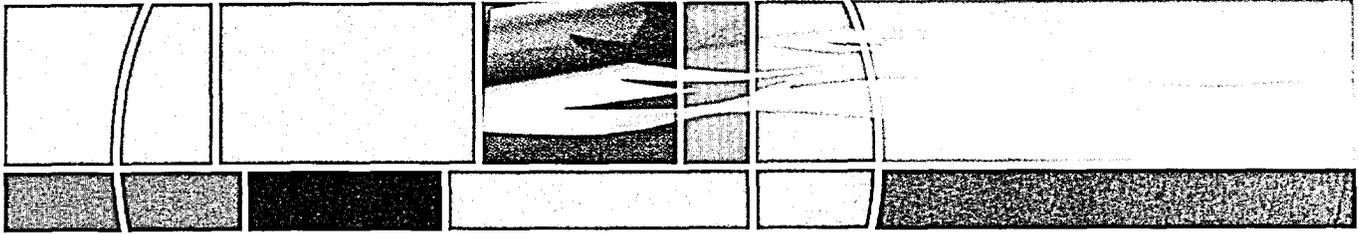


COMPETITIVE CANADA:

With the right economic fundamentals

- outstanding industrial capacity, a diversified service sector and abundant natural resources
- a forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market
- on the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)
- a dependable trade and investment partner, able to compete at the global level
- a flourishing market economy that supports free trade





Messages

COMPETITIVE CANADA:

With the right economic fundamentals

Outstanding industrial capacity, a diversified service sector and abundant natural resources

Canada has become a knowledge-based economy, powered by people's skills.

We are poised to participate in the post-industrial world of the 21st century.

Canada is a natural resource super power.

A commitment to sustainable development is the key to our approach to renewable resources.

A forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market

We have opened our doors to the world, creating a strong multicultural society and a sound, globalized economy.

Canada has become one of the top trading nations of the world.

Companies seeking to exploit our ample opportunities can share in the benefits of Canada's efficient business infrastructure.

On the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)

We owe our place at the forefront of the knowledge economy to the extraordinary advances being made by skilled Canadians in science and technology.

Supporting research and development is a top Canadian priority.

Canada has over 360 biotech companies and 50 percent of their work involves R&D.

Canadians are among the most connected people in the world.

A dependable trade and investment partner, able to compete at the global level

Canada is known around the world for competing vigorously on quality and pricing.

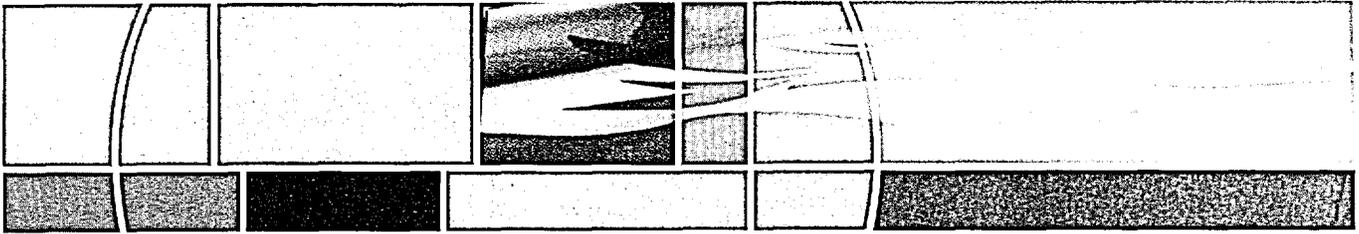
Canadians have learned that globalization means competing on a level playing field with foreign markets.

A flourishing market economy that supports free trade

The NAFTA provides Canadian companies unrestricted access to the world's richest market, the United States.

We are tireless advocates of further trade liberalization.





Speech Module

COMPETITIVE CANADA:

With the right economic fundamentals

Canada has an outstanding industrial capacity, a diversified service sector and abundant natural resources. This has resulted in less emphasis on a resource economy and a shift towards a knowledge-based economy, powered by people's skills. For example, in 1980, raw materials accounted for 60 percent of our exports. Just two decades later, their share had fallen to 30 percent.

We are, therefore, poised to participate in the post-industrial world of the 21st century. Accounting for two thirds of our national economy, Canada's diversified service sector is strong in such areas as finance, engineering, media and software design. In 2000, business services became one of our fastest-growing exports.

Of course, Canada still remains a natural resource superpower. We have, for example, nine percent of the planet's renewable fresh water supply. The Alberta tar sands alone give us more proven oil reserves than Saudi Arabia. In addition, Canada has 10 percent of the world's forests, and is the world's largest forest exporter. We also produce more than 60 kinds of minerals and metals, and are the world's largest mineral exporter.

A commitment to sustainable development is the key to our approach to renewable resources.

Each year, Canada harvests less than half of its commercial forests, and in 1998, an estimated 400 863 hectares were planted with 543 million seedlings. Canadian resource companies invest some \$35 billion per year in developing extraction technology that will keep our prices competitive for years to come.

Canada's forward-thinking business environment is characterized by a large-scale infrastructure and unrestricted access to the world's richest market. Few nations can match Canada's global reach. We have opened our doors to the world, creating a strong multicultural society and a sound, globalized economy.

There is hardly a corner of the world where Canada and Canadians are not engaged, sharing experiences and knowledge, making peace or doing business.

As a result, Canada has become one of the top trading nations of the world. At one time, the bridges we built to the world carried mostly political initiatives, such as our early championing of the UN or our precedent-setting recognition of China. But now, the bridges are clogged with commercial traffic. Exports of goods and services represented 45.6 percent of Canada's GDP in 2000. This is strikingly higher than figures for the United States, where trade accounts for less than 15 percent of the economy.

Companies seeking to exploit our ample opportunities can share in the benefits of Canada's efficient business infrastructure. Beyond Canada's transportation and communications facilities (which compare well with those of any other nation), there are many intangibles that yield advantages. Our labour market has the highest percentage of people with post-secondary education of any country's in the world. In addition, our corporate taxation rate is now below that of the United States. Furthermore, we have the lowest cost of living among G-7 countries.

Canada is on the leading edge in science and technology, including biotechnology, the Internet, telecommunications, aerospace and software. We owe our place at the forefront of the knowledge economy to the extraordinary advances being made by skilled Canadians in science and technology. Canadians are, therefore, realizing their economic potential by combining their skills with their natural heritage.

Supporting research and development is a top Canadian priority. We already have the most generous R&D tax credits of any member nation of the OECD (Organization for Economic Co-operation and Development). The federal government has announced that it is doubling its investment in R&D. It will provide \$900 million to Canadian universities, affiliated research institutes and hospitals to help them achieve higher levels of research excellence.

The government also announced a \$750 million investment in the Canadian Foundation for Innovation program in order to increase our research capacity even further. By 2010, Canada aims to be among the top five research nations in the world.

We made our technological start generations ago, back in the days when Alexander Graham Bell and Guglielmo Marconi — names you may not have associated with Canada — were conducting early work in telephone and radio technology. Today we have many other names you will be hearing from very soon in the areas of biotechnology, the

Internet, telecommunications, aerospace and software.

Canadian telecommunications industry giants such as Nortel and JDS Uniphase have made their mark on markets worldwide. Information and communications technology is Canada's fastest-growing export sector, with particularly strong performances in the burgeoning area of optical data technologies.

In aerospace, we have the world's fourth-largest national industry. Last year export sales hit \$13.6 billion, a 30-percent increase. With the industry investing more than \$2 billion in innovation, export sales are expected to reach \$20 billion this year.

Major corporations and individual innovators alike are involved in Canada's software development industry. The focus is on the wireless world rapidly replacing the wired one. Over 11 million Canadians use wireless products and services, and over \$9 billion has been invested in Canada's mobile phone communications infrastructure since 1997.

Canada has over 360 biotech companies, and some 50 percent of the work done at these companies involves R&D.

Canadians are among the most connected people in the world. A far-reaching government program called SchoolNet helps put students on-line from their earliest school years, even in Canada's remotest communities.

We are a dependable trade and investment partner, able to compete at the global level. Around the world, Canada is known for competing vigorously on quality and pricing. This is our main road to success in an increasingly borderless global market. In 2000, this approach helped Canada to achieve the second-highest growth rate in the G-7, and the highest level in 1999.

Canadians have learned that globalization means competing on a level playing field with foreign markets. This allows us to improve our economic ties and, therefore, strengthen our working relationships with other global economies.

We end up working together, not against each other.

Canada has many powerful tools on which to strengthen their economy. First, we were the first country in the G-7 to erase its budget deficit. Now, in the fifth consecutive year of budgetary surplus, Canada has the fiscal room to reduce taxes and invest strategically in our future, while at the same time, tackling the public debt.

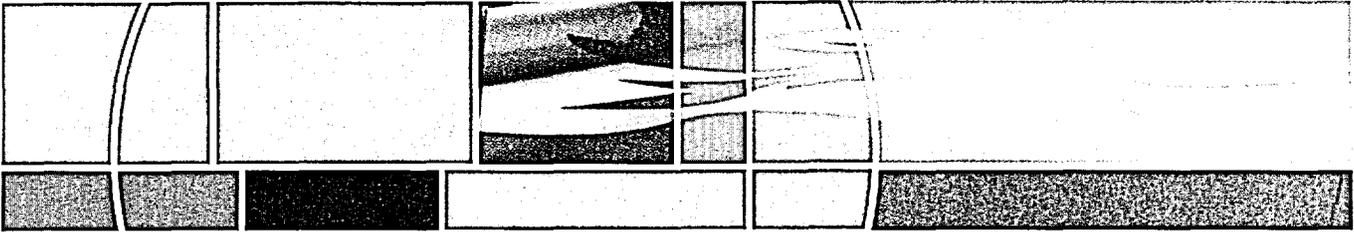
Secondly, our unemployment rate has fallen from over 11 percent 8 years ago to below 7 percent right now. Thirdly,

our inflation is now under 3 percent, despite the recent increase in energy costs. Finally, our interest rates are comparable to those in the United States.

Canada is a flourishing market economy that supports free trade. The NAFTA provides Canadian companies unrestricted access to the world's richest market, the United States. Free trade also gives entry to Mexico, one of the world's most promising markets. Canada and the United States have the largest bilateral trading relationship in the world. In 2000, two-way trade in goods and services averaged \$2.46 billion for every day of the year.

We are tireless advocates of further trade liberalization. Since Canada is already prospering under the NAFTA, we want to extend the reach of opportunities that we have as a free and fair trader. This can be accomplished regionally through the proposed Free Trade Area of the Americas, and multilaterally through the World Trade Organization (WTO).

I invite you to join the Canadian team.



Factoids

COMPETITIVE CANADA:

With the right economic fundamentals

element: Outstanding industrial capacity, a diversified service sector and abundant natural resources

message: Canada has become a knowledge-based economy, powered by people's skills

June 1999, there were approximately 30,000 vacant IT positions in Canada

Knowledge workers - people who are paid to think

- Including doctors, professors, writers, accountants, senior management, engineers, technology and scientific workers
- In 1998, 37.3% of Canadians were employed in high knowledge industries
- In 1998, 38.1% of Ontarians were employed in high knowledge

Knowledge workers have lots of control, and employers prepare for a whole new era of retention strategies, employee benefits, and human resource strategies

Between 1990 and 1999 IT investment in Canada went from \$3.8 billion to \$30 billion

In 1999, 54.1% of the population were tech. employees

- 18.4% manufacturing
- 14.1% commodity

message: Canada is a natural resource super power

Natural resources (NR) contribute to 11% of Canada's GDP, or \$88 billion per year

The natural resources sectors generate 780,000 in direct employment

Growth in the natural resources sector has been three times higher than the rest of the economy over the past two decades

Natural resources industries generate \$100 billion annually, with a \$60 billion trade surplus

Canadian national resource companies invest \$35 billion per year in new capital (mostly high tech.)

The natural resources sector is the life line of 3.5 million Canadians in more than 600 communities

Canada has 10% of the World's forests and is the World's largest wood products exporter

- 45% of Canada's land is forested
- 71% land ownership is provincial, 23% federal/territorial, 6% private
- 56% (234.5 million ha) of Canada's forests are commercial forests
- 28% (119 million ha) are for timber purposes
- Each year, Canada harvests less than half of its commercial forests
- In 1998, an estimated 400,863 ha were planted with 543 million seedlings



Factoids, Competitive Canada

element: Outstanding industrial capacity, a diversified service sector and abundant natural resources (continued)

message: Canada is a natural resource super power (continued)

- The forest sector contributed 2.4% or \$19.4 billion of the GDP in 1999
- In 1999, forestry accounted for direct employment of 2.4% of Canadians, or 352,000 people
- Shipments of pulp and paper in 1999 hit 31.9 million tonnes
- In 1999, new forestry investments reached \$3.6 billion

Canada produces more than 60 minerals and metals.

- World's largest mineral exporter
- Less than 0.03% of the land area of Canada has been used to produce minerals and mineral products
- Diamond mining has created many jobs in Canada, and current production is more than 3 million carats, with an average price of \$168 per carat, the highest in the World
- The Ekati Mine (NWT), Canada's first diamond mine, started production in 1999
- Producing mines are in every province and territory, except for PEI
- In 1999, the mineral industry's contribution to the GDP was 2.3%, or \$18.9 billion
- In 1999, average weekly earnings for workers in mining, quarries, and oil wells were \$1,113 which is one of the highest income levels of any industry in the Canadian economy

In 1999, there were:

- 277 metal, non-metal, and coal mines in production,
- 3000 stone quarries, sand, and gravel pits
- 54 nonferrous smelters, steel mills, and refineries

The Canadian mining industry is a World leader in environmentally safe and clean mining practises

Energy - In Canada energy is second after forestry as a trade contributor

- energy contributed 6.4% to GDP in 1999 (all sources, crude oil, natural gas, electric power, pipelines)
- energy exports accounted for 9.2% of total merchandise exports
- crude oil exports were \$10.1 billion in 1999, 99% U.S. bound
- refined petroleum exports were \$3.9 billion in 1999, 95% U.S. bound
- coal exports were \$2.2 billion in 1999, 43% Japan bound
- electricity exports were \$1.9 billion in 1999, 100% to the U.S.

Factoids, Competitive Canada

element: A forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market

message: We have opened our doors to the world, creating a strong multicultural society and a sound, globalized economy

The North American Free Trade Agreement (NAFTA) (1994), allows Canada to operate in a larger, integrated economy

80% of Canadian exports go to the U.S.

Canada is the prime destination for 33 U.S. states

Canadian Trade Missions - six international trade missions have helped more than 1800 representatives of Canadian businesses

Team Canada went to China in February 2001

The Canadian business community is the largest one in Hong Kong

As of September 2000, Canada has been promoting further trade liberalization by allowing 570 tariff items to become duty free

90% of the products imported from least developed countries enter Canada duty free

Canada is a member of the WTO, which ensures free trade for nations involved, and accounts for 90% of world trade

Canada has contributed \$700,000 to the "Integrated Framework" which helps developing nations participate in a global economy

In the 2000 federal Budget, \$435 million were allocated over the 3 years for Official Development Assistance

message: Canada has become one of the top trading nations of the world

Total Canadian Exports January to December 2000

- To U.S. - \$358,946 million, up 16.5%
- To Japan - \$9,008 million, up 7.0%
- To U.K. - \$5,727 million, up 19.5%

40% of Canadian exports is merchandise (33.5%) and services (6.5%)

Canadian exports examples:

- Canadian-operated transportation systems for export/shipment of foreign owned goods and services
- engineering consulting services sold abroad, insurance, and communications products and services
- cultural trade is thriving through film, video, movies, music, newspapers, broadcasting, and design products

Between 1996 and 1999, cultural trade grew by 41%, an increase of approximately 8% annually

Top 5 markets of Canadian cultural export - U.S., U.K., Japan, France, Germany

Canada has a strong export performance due to:

- aggressive and well educated management
- good labour-management relations
- control of inflation

Top 5 export sectors: machinery, equipment, industrial goods, agriculture, fish

Top 4 export markets: U.S., Japan, Mexico, U.K., China

Factoids, Competitive Canada

element: A forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market (continued)

message: Companies seeking to exploit our ample opportunities can share in the benefits of Canada's efficient business infrastructure

Our competitive labour market is keeping wages down

Payroll taxes are lowest in G7

Canada is 4th in skilled labour availability

Employee turnover rates are low which means overall lower costs

Canada and the U.S. are the World's largest trading partners - trade volume has accelerated since NAFTA

\$1.7 billion per day crosses the US - Canada border

Canada has excellent transportation corridors

Half of the U.S. population lives within a 10 hr drive from Toronto

The Open Skies Agreement of February 1995 allows Canadian air carriers unlimited rights to establish routes from any point in Canada to any point in the U.S.

Tax credit programs:

- T2 income tax form for businesses
- Scientific Research & Experimental Development (SR&ED) - tax incentives to support applied research and experimental development in Canada
- film tax credits through Canadian Heritage
 - Canadian Film or Video Production Tax Credit (FTC) - income tax incentives to corporations that produce Cdn. Film and video
 - Film or Video Production Services Tax Credit (PSTC) - complements FTC program
 - Open to Canadian or foreign owned companies, to make Canada a more attractive place for film production (stimulate job growth)

Factoids, Competitive Canada

element: On the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)

message: We owe our place at the forefront of the knowledge economy to the extraordinary advances being made by skilled Canadians in science and technology

Canadian aerospace is the 4th largest sector in the World

- in 1999,
 - \$17.1 billion in sales,
 - employed a workforce of 82,000
 - export sales hit \$13.6 billion, a 30% increase
 - more than \$2 billion invested on innovation

Over 11 million Canadians use wireless products and services

Between 1987 and March 2000, over \$9 billion was invested in the mobile phone communication infrastructure

- wireless carriers directly employ more than 13,000 Canadians
- suppliers of products and services to wireless industry generated 12,000 jobs in the high tech sector
- post secondary institutions are creating programs geared to wireless industry to fill positions

Wireless phones are the fastest growing consumer products in history

7 million wireless phones, 1.8 million pagers, 1 million mobile radios, and 10,000 mobile satellite phones are used on a daily basis

- there will be approximately 16.6 million subscribers by 2003
- at the end of 2000 there were 8.7 million mobile phone users-a penetration level of 30%

By 2005 wireless phone penetration level will reach 50% - why?

- excellent nationwide services, no roaming charges
- lowest prices
- migration from wire to wireless
- mobile data applications (internet, email, telemetry)

Canada ranks 5th among World wide Internet use, 6.5 million on line users

- In November 2000,
 - 12.6 million Canadians spent 9.7 billion minutes on the Net
 - 12,622,000 Canadians visited Web sites or used digital media applications
 - November 2000 use of the Net was up 2% from October 2000
 - dial up modem users account for 59% of the internet market in Canada
 - broadband users (cable, DSL) account for 34% of the market
 - 62% of the broadband users acquired their high speed service in 2000

90% of Canadians have televisions, and radios but use has hit a plateau since the mid 70's

In 1999, 55% of Internet users were watching less television

- 22% were reading fewer newspapers
- 19% were reading fewer magazines
- 13% were listening to less radio

50% of all Canadian households have at least one person with regular access to the internet either at home, school or work

One out of every four households are connected to the Internet

Factoids, Competitive Canada

element: On the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.) (continued)

message: Advancements in Biotechnology, and Innovation Are Essential to Canada's Growth

In the first 6 months of 2000, the Canadian biotech industry raised over \$1.5 billion

Canada has 361 biotech companies, with an average of 15,800 employees by the end of 2001

50% of the work done at these companies involves R&D in biotech

In 2000, biotech companies raised approximately \$2.6 billion through venture capital

British Columbia has 500 biotech companies, with 10,000 employees, providing \$182 million into the provincial economy, and earning \$1.18 million in sales revenue

element: A dependable trade and investment partner, able to compete at the global level

message: Canada is known around the world for competing vigorously on quality and pricing

Overall business costs are 7.8-15% cheaper in Canada than in the U.S., after taxes

Labour costs are 20-40% lower in Canada than in the U.S.

U.S. benefits are 31% of total salary, while Canadian benefits are 18% of total salary

Engineers cost up to 30% less in Canada than in the United States

U.S. manufacturing wages average \$18.24 per hour, while Canada's average \$16.55 per hour

Canada has a positive business outlook, rated 4th in the World in terms of overall business climate

Investment Partnerships Canada (IPC), an initiative by Industry Canada, assists companies seeking to directly invest in Canada



Factoids, Competitive Canada

element: A flourishing market economy that supports free trade

message: The NAFTA provides Canadian companies unrestricted access to the world's richest market, the United States

Canada is a member of various trade agreements:

- NAFTA (1994) increased trade and investment in Canada
- WTO (1995), a multilateral trading system which will help pump \$8 billion into the Canadian economy by 2002, and has clear rules for international trade of agricultural products
- CCFTA - Canada-Chile Free Trade Agreement, July 1997, will allow duty free access for 75% of total Canadian exports to Chile
- CIFTA - Canada-Israel Free Trade Agreement, January 1997, which eliminated tariffs on industrial goods and allows two-way agri-food product trade which amounted to over \$21 million in 1999, and partially restored Canada's competitive position in the Israeli market (dominated by the U.S. and European Union)

Canada has a \$60 billion agri-food industry, which represents 10.9% of GDP and ranks 3rd in trade surplus

Canada's industrial infrastructure is secure and varied

The high tech sector accounts for:

- 210,000 jobs between Toronto, Ottawa and Montreal
- 62,000 jobs between Vancouver, Edmonton, Calgary
- \$12 billion in revenue

NAFTA represents 1/3rd of the World software market

Canada leads NAFTA members by producing 25% of the world's auto related products

Pharmaceutical exports between 1992 and 1997 increased at an annual rate of 26.4% through an ongoing process of regulatory improvements, and generous government research support programs

65% of the Canadian agri-food exports are sent to the U.S.

Canada is 6th in the World in terms of aerospace sales

NAFTA is 84% of the aerospace market

Canada:

- is a World leader in specialized aerospace products
- has 69% of World market for visual simulation equipment
- has 75% of World market for Earth Observation satellite, data reception, archiving, and distribution systems

Canada has been a NASA partner for over 30 years, and a European Space Agency partner for 20 years

Canadian chemical production is growing at a rate of 7.5% per year

23 out of 25 of the World's largest chemical companies are located in Canada

message: Canada Provides Different Levels of Service

Employment in the service sector accounts for more than 50% of total employment, and economic output

Services have replaced the production of goods as the main form of economic activity in Canada

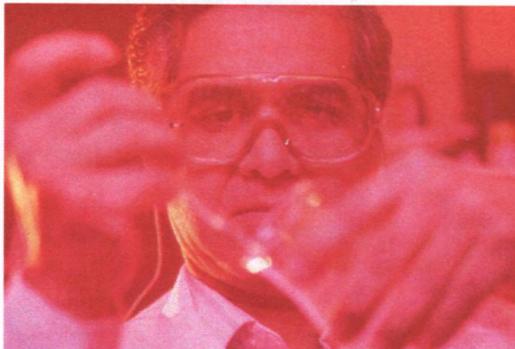
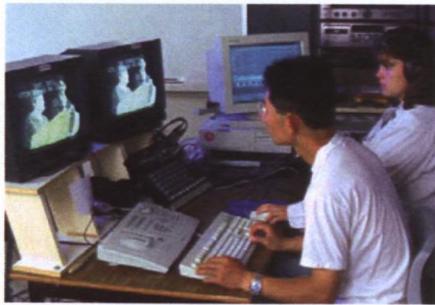
Canada's business service is the most dynamic of Canada's service industries



CREATIVE

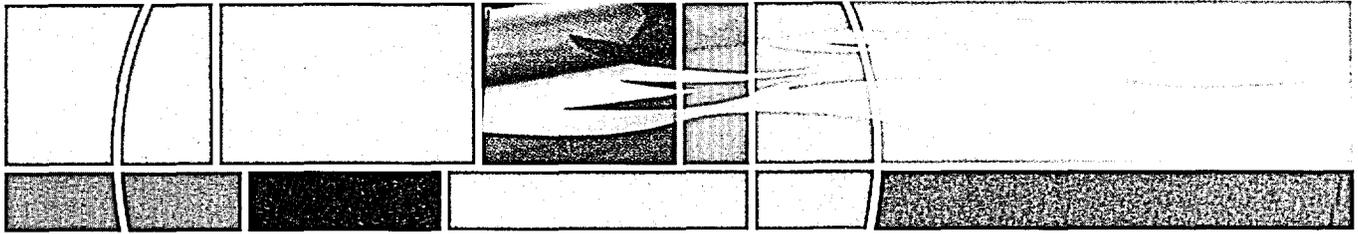
CREATIVE:

*Excellence based on ingenuity
and knowledge*



Contents:

- Elements
- Messages
- Speech Module
- Factoids

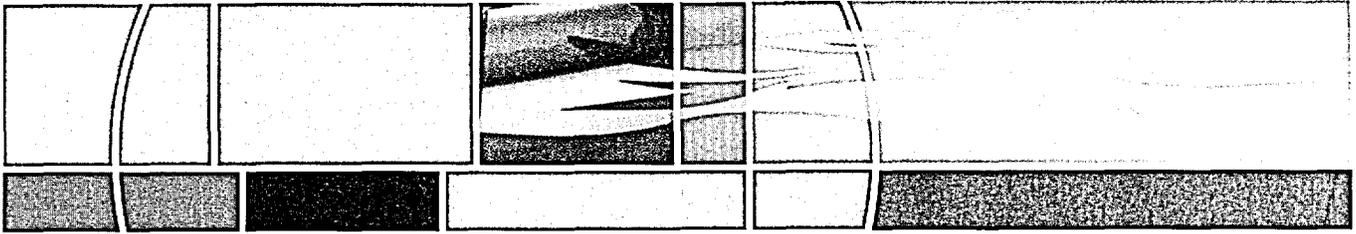


CREATIVE CANADA:

Excellence based on ingenuity and knowledge

- a highly qualified, innovative workforce
- a world-class network of teaching and R&D institutions
- the imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc.
- an increasingly knowledge-based economy with one of the world's best information infrastructures
- a multilingual, multidisciplinary population





Messages

CREATIVE CANADA:

Excellence based on ingenuity and knowledge

A highly qualified, innovative workforce

Canada has long been committed to fostering the skills base our labour force and the artistic talents of our cultural community. Canada's economy is based on a human resource pool consisting of a skilled and educated workforce. Canada has the highest per capita level of enrolment in post-secondary education.

A world-class network of teaching and R&D institutions

Canada has top-ranking educational facilities in all disciplines, including high-calibre universities and technical schools. Canadian academic researchers have had success since the 1930s. The Canadian government supports access to post-secondary education for thousands of students through Millennium Scholarships.

The imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc.

With the education nurturing the seeds planted by our diverse ethnic communities, a hybrid Canadian culture has taken root and become a rich source of world-leading musicians, writers and artists. Government regulations require broadcasters to devote 30 percent of airtime to Canadian content. Across Canada, there is a thriving artistic scene. Telefilm Canada has financed more than 600 feature films, and 1500 television shows and series.

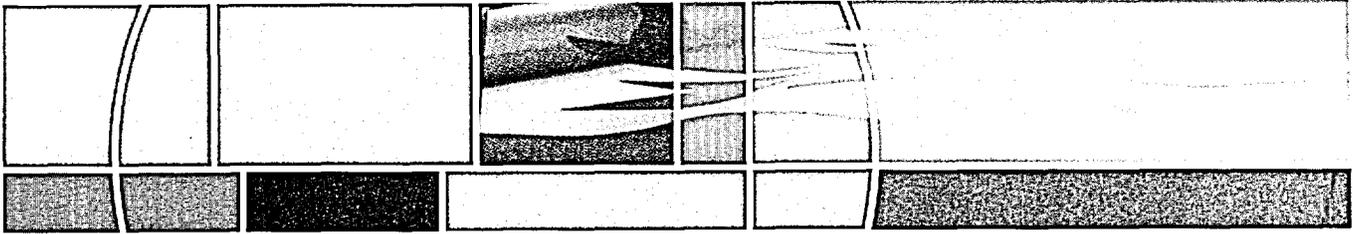
An increasingly knowledge-based economy with one of the world's best information infrastructures

We have made connectivity a national priority. The information sector is a major part of the knowledge-based economy. We are becoming information millionaires.

A multilingual, multidisciplinary population

Each year, immigrants to Canada contribute to the economy as both workers and investors. Canada benefits from the diverse backgrounds and outlooks that constantly enrich our culture and society.





Speech Module

CREATIVE CANADA:

Excellence based on ingenuity and knowledge

Canada's creative excellence is the product of a highly qualified and innovative workforce. Canada has always been committed to fostering the skills' base of our labour force and the artistic talents of our cultural community. As a result, our country has the technological know-how to compete in the information economy, and much to contribute to the world's exchange of ideas and experiences.

Canada benefits from a human resource pool consisting of a skilled and educated workforce. As a result, Canada's investment in human capital and our openness to immigration are now paying off.

Canada has the highest per capita level of enrolment in post-secondary education among OECD countries . We have 500 000 full-time and 200 000 part-time undergraduate students, and 75 000 full-time and 40 000 part-time postgraduate students. Also, 30 000 international students are enrolled in undergraduate programs in Canada's universities. Forecasters estimate that 1.3 million new jobs will be created in Canada by 2002. At least 72 percent of them will require post-secondary training. Right now, 55 percent of the labour force over the age of 25 have completed post-secondary education. Enrolment in post-secondary institutions is expected to increase by 20 percent over the next 10 years.

This is why Canada maintains a world-class network of teaching and R&D institutions. We have top-ranking educational facilities in all disciplines, including high-calibre universities and technical schools in every region of the country. For example, 18 of North America's 40 leading engineering schools are in Canada, a country with a population one tenth the size of the United States. Also, our post-secondary educational infrastructure includes large institutions of international renown such as McGill, Queen's and the University of Toronto. Canada is *the* place in which to study!



R&D is a major part of our educational facilities. Canadian academic researchers have had success at least since the 1930s, when Banting and Best discovered insulin. Pablum was also first cooked up in Canada. More recently, researchers have developed a rapeseed hybrid, christened canola, into Canada's third-largest crop. They have identified the gene that causes cystic fibrosis, invented life-saving devices such as the electronic pacemaker, and provided the means for entertaining millions with the IMAX large-screen cinema technology.

The Canadian government supports access to post-secondary education for thousands of students through Millennium Scholarships. Over the next 10 years, the federal government is committing \$2.5 billion to this fund. Many large corporations are also generously providing funding for specialized studies, and a number of universities offer "automatic rewards programs" to recognize academic success.

The imagination and originality of our artists working in literature, music, film, theatre, dance and the visual arts enhances Canada's artistic excellence world-wide. With education nurturing the seeds planted by our diverse ethnic communities, a hybrid Canadian culture has taken root and become a rich source of world-leading musicians, writers and artists.

Impressive statistics show how Canada's culture has flourished. Canadian governments spend \$5.8 billion each year in support of culture. In return, the cultural industry, which employs over 640 000 Canadians, directly contributes \$16 billion per year to the economy, while spin-off effects generate \$8 billion more. In addition, the world has developed an appetite for the fruits of our creative labours. Exports of Canadian cultural goods and services totalled \$3.8 billion in 1998.

Government regulations requiring broadcasters to devote 30 percent of airtime to Canadian content. This has helped create the Canadian recording and television production industries. These industries have now matured and give a start to promising newcomers, such as singer-songwriter Hawksley Workman, whom the *Times of London* recently labelled "one of the hundred coolest people on earth."

At present, the world sings along with our popular music stars, such as Leonard Cohen, Bryan Adams, Shania Twain and Céline Dion (the best-selling Canadian recording artist of all time). The world also has taken to reading Canadians, turning the pages of books by authors such as Margaret Atwood, Carol Shields, William Gibson and Michael Ondaatje. Hollywood is also bright with Canadian stars, such as Dan Aykroyd, Jim Carrey, Mike Myers, Michael J. Fox and Keanu Reeves.

Across Canada, there is a thriving artistic scene. The last census found a total of 493 professional performing arts groups in Canada, including 108 symphony orchestras, chamber and other music organizations, 285 theatre companies, and 65 dance troupes.

In addition, some 13.2 million Canadians and foreigners attend more than 40 000 performances by these groups each year. Yearly attendance at the Stratford Festival is over half a million. The Montreal Jazz Festival attracts over a million visitors.

Furthermore, in 2000, one in four Canadians aged 15 or older pursued visual arts activities such as painting and sculpture. In the same year, three in 10 Canadians engaged in textile crafts, and 2 in 10 in other crafts.

Over the years, Telefilm Canada has financed more than 600 feature films, and 1500 television shows and series. The National Film Board has produced over 10 000 works since 1939, and has won almost 3000 national and international awards. Every day the Canadian Broadcasting Corporation produces programming that enlightens and entertains audiences.

Now Canada's new media industry is stepping onto the cultural stage, blending traditional forms of expression with new kinds of knowledge into a potent creative and commercial potion. To stir things up even more, the federal government plans to spend \$75 million over three years to enrich Canadian cultural content on the Internet.

Approximately 1000 new media firms operate in Canada. While many of them have their roots in television, film, publishing and animation, 47 percent of Canadian new media firms recently surveyed are exclusively "multimedia-dedicated" companies. Over half of these Canadian firms are already successfully serving the toughest market of all, the United States, which accounts for 17 percent of revenues.

Canada is an increasingly knowledge-based economy with one of the world's best information infrastructures. We have made connectivity a national priority. Along with the United States and Scandinavia, Canada has the highest rate of household Internet access in the world. More than half of all Canadians over the age of 15 (and 9 out of 10 teens) used the Internet at least once last year. Also, through the SchoolNet program, every school and public library in the country is linked to the Internet. Now, the Canadian Heritage Information Network is creating on-line exhibits to bring Canada's heritage collections and knowledge to all Canadians around the world. By 2004, major government services will be accessible on-line.

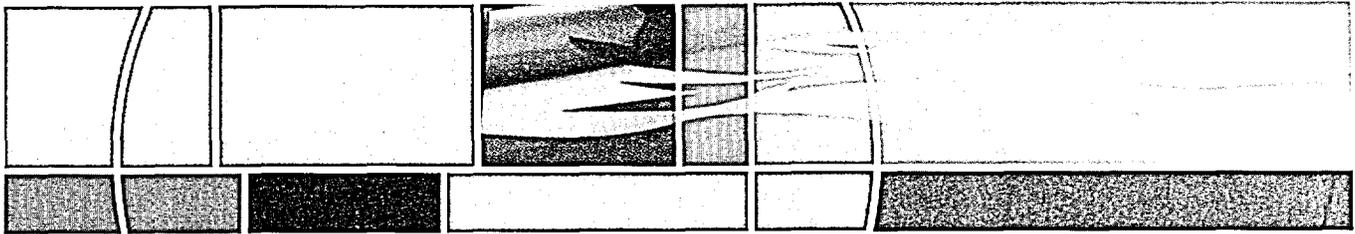
The information technology sector is a major part of the knowledge-based economy. In strictly business terms, the response to our on-line initiatives has been remarkable. The information technology sector employs 512 000 Canadians and generates \$116.4 billion in revenue, including \$30.8 billion in exports. Future prospects are also bright because Canada offers the industry a winning combination of low costs, an ample supply of knowledge workers, the best R&D tax incentives in the world and a streamlined regulatory framework.

We are becoming information millionaires. In countries such as Canada, individuals have never been as empowered as they are today by their access to a wealth of on-line information. However, at last year's UN Millennium Summit, Canada's Prime Minister joined with many world leaders in expressing sharp concern over a growing digital divide between rich and poor nations. Unfortunately, half the world's population has yet to make their first telephone call, and less than 1 percent of the developing world's population has access to the Internet.

Bridging the digital divide is a key priority. The G-8 Digital Opportunity Task Force was launched at the 2000 Okinawa Summit to ensure that everyone everywhere has access to the diverse benefits of information and communications technologies.

Under our NetCorps program, hundreds of young, technology-trained Canadian interns are helping the world's poorest countries connect schools and small businesses to the Internet.

Canada's move towards creative excellence in both our culture and economy depends on a multilingual, multidisciplinary population. Each year, immigrants to Canada contribute to the economy as both workers and investors. With a population of some 30 million, Canada absorbs more than 200 000 immigrants annually. We benefit from their diverse new backgrounds and outlooks that constantly enrich our culture and society.



Factoids

CREATIVE CANADA:

Excellence based on ingenuity and knowledge

element: A highly qualified, innovative workforce

message: *The Evolving Canadian Workforce Relies on Educated Individuals*

Between 1999 and 2004 approximately 1.3 million new jobs are expected to be created

element: A world-class network of teaching and R&D institutions

message: *Canada is the Place to Study!*

Among OECD countries, Canada has the highest gross enrollment figures in public and private post-secondary education

Canada is known for its large, research intensive institutions

Canada has extensive liberal arts programs

Canada provides studies in English or French

Certain Canadian universities specialize in distance education

Canadians are the pioneers of cooperative education

There are 92 higher education institutions/universities in Canada

The largest university in Canada is the Université du Québec, which was founded in 1968 and is a network of 12 universities with more than 150,000 students

The oldest French language university in North America is the Université Laval, founded in 1852 in Sainte-Foy, Quebec

More than half of the full-time students are women

One quarter of Canadian students are over 24 years old

Canada has the second highest percentage of citizens attending university in the world

Canadian university researchers have had much success. For example:

- Canadians discovered insulin, pabulum, and the more recent plastics that are biodegradable in the sun
- Canadian researchers have developed Canola into Canada's 3rd largest crop
- Canadians identified the gene that causes cystic fibrosis
- A Canadian researcher invented the electronic pacemaker
- Canadian researchers created ultra precise satellite navigation, and surveying systems

Factoids, Creative Canada

element: A world-class network of teaching and R&D institutions (continued)

message: Canada is the Place to Study! (continued)

Canada contributes 4% of the world's academic literature

Currently there are 30,000 international students enrolled in undergraduate programs in Canadian universities

Canada provides Millennium Scholarships which consist of:

- \$2.5 billion in scholarships to more than 100,000 students each year over the next 10 years
- an average of \$3000 per year with a maximum of \$15,000 over four years per student
- large corporations are involved with funding, such as Nortel/Magna/JDS Uniphase

- many universities offering "automatic rewards programs," such as McMaster University which has a \$2 million rewards program
- \$750 given to students with an average between 80-84%
- \$1,000 given to students with an average between 85-90%
- \$2,000 given to students with an average of 90% and above

Canada has created a Canadian Study Grant

- In 1998, Canada supplemented federal/provincial loans for students with children and other dependents by providing several thousand dollars each year to more than 50,000 part-time and full-time students

Factoids, Creative Canada

element: The imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc.

message: Canadians Celebrate their Diversity and Culture through all Variants of Music

Government programs and regulations have fostered the growth of independent Canadian music companies

On January 3, 2000, the Canadian Recording Industry declared Céline Dion the best selling Canadian recording artist of the century, as she had sold 9 million albums by the end of 1999

Canadian singers Bryan Adams and Shania Twain also have outstanding sales

The Canadian Opera Company in Toronto has been in existence since 1950, is the largest producer of operas in Canada, and the 6th largest in North America

Canadian opera companies include:

The Canadian Opera Company, Edmonton Opera, Manitoba Opera, l'Opéra de Montréal, Opéra de Québec, Opera Anonymus, Opera in Concert, Toronto Operetta Theatre, Modern Baroque Opera Company, Vancouver Opera, Pacific Opera Victoria

Canadian Artists include:

Anne Murray, Bare Naked Ladies, Blue Rodeo, Bruce Cockburn, Bruno Pelletier, Céline Dion, Daniel Lanois, Daniel Lavoie, Diana Krall, Diane Dufresne, Garou, Gilles Vignault, Great Big Sea, Isabelle Boulay, Jean-Pierre Ferland, John Beckwith, Joni Mitchell, KD Lang, Leonard Cohen, Neil Young, Nelly Furtado, Oscar Peterson, Oskar Morawetz, Paul Anka, Richard Séguin, Robert Charlebois, Roch Voisine, Rush, Sarah McLachlan, The Guess Who, Tragically Hip

message: Canadian Writers are Well Supported

Between 1994 and 1995, 326 Canadian book publishers and 40 exclusive agents across Canada offered more than 11,000 new titles:

- 7000 of those titles were reprinted
- This cultural sector has shown consistent growth
- The total revenues in 1994 to 1995 were more than \$1.8 billion

Canada has over 22,000 public libraries

Book Publishing Industry Development Program (BPIDP):

- This is the principal support program for the book publishing industry
- Between 1997 and 1998, the BPIDP gave more than \$30 million to over 200 book publishers
- Their main goal is to strengthen the capacity of Canadian owned and controlled companies to publish and market Canadian books
- Canadian book publishing employs 5000 people and generates \$1.22 billion in revenues

Publications Assistance Program:

- This is the postal subsidy for publishers to distribute magazines over Canada's large geographic area
- Advertising dollars also sustain the economic viability of the Canadian magazine industry

Canadian authors include:

Alice Munro, Alistair McLeod, Anne Hébert, Antonine Maillet, Arlette Cousture, Arthur Kent, Carol Shields (Pulitzer Prize 1995), Clarence Gagnon, Farley Mowat, Félix Leclerc, Gabrielle Roy, Germaine Guèvremont, Jacques Ferron, Kevin Newman, Margaret Laurence, Margaret Atwood, Michael Ondaatje (Booker Prize 1992), Michel Tremblay, Morley Safer, Nadine Berger, Nick Bantock, Nino Ricci, Pierre Burton, Robert Service, Robertson Davies, Roch Carrier, Roger Lemelin, Timothy Findley, Victor Lévy-Beaulieu, W.P. Kinsella, William Gibson (Nebula Award 1984), Yves Thériault

Factoids, Creative Canada

element: The imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc. (continued)

message: Canada Supports an Eclectic Community of Artists

Between 1994 and 1995, 493 not-for-profit professional performing arts groups existed in Canada

- They provided 37,000 performances to 14 million people
- The private sector funded \$70 million to these groups

Canada has more than 100 professional dance companies

The Canadian National Ballet Company has more than 60 dancers. Also:

- It has a full symphony orchestra of its own
- It is the only Canadian company to present a complete range of traditional full length classics

Karen Kain became the principal dancer for the Canadian National Ballet Company one year after graduating

- Now she is retired, but she was a guest with many world premier ballet groups

Glenn Gould became a world renowned classical pianist

- He was also a radio and television broadcaster, a producer, writer, and supporter of electronic media

Oscar Peterson was a jazz pianist. He:

- recorded over 80 albums during his 47 years in the recording business
- was inducted into the Juno Awards Hall of Fame in 1978
- was awarded the Lifetime Achievement Award in 1996

The National Gallery of Canada:

- was built in 1988
- has 1200 permanent works on view
- has the world's most extensive collection of Canadian art
- exemplifies the place of art in Canadian life, and the place of Canadians in the world of art

Tom Thomson died before the name "Group of Seven" was coined

Other Canadian painters include Ted Harrison, Robert Bateman, David Milne, Emily Carr, Frank Carmichael, Alex Colville, Jack Bush, Lemieux, Riopelle

Canada produces many comedians, such as Martin Short, Dan Ackroyd, Rick Moranis, John Candy, Catherine O'Hara, Jim Carrey, Mike Myers, Eugene Levy

Popular Canadian TV shows include SCTV, Kids In The Hall, CODCO, This Hour has 22 Minutes, and Royal Canadian Air Farce

Canadian actors include Donald & Kiefer Sutherland, Michael J. Fox, Keanu Reeves, and Margo Kidder

Factoids, Creative Canada

element: The imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc. (continued)

message: Canada Has Many Institutions That Support its Culture

Telefilm Canada:

- supports Canadian feature film industry
- is a funding agency rather than a producer or distributor
- has financed over 600 feature films, and 1500 television shows and series
- created the Canadian Feature Film Policy on Oct. 5, 2000, with the objective to increase the quality, diversity, and accessibility of Canadian films

Canadian Broadcasting Company, CBC:

- creates Canadian programming that enlightens and entertains
- contributes to the flow and exchange of cultural expression
- is distinctive and contains commercial free radio

National Film Board Of Canada:

- has been operating since 1939
- is responsible for over 60 years of Canadian film and audiovisual production
- has created a collection of over 10,000 film titles
- remains a cultural organization
- is internationally recognized for the quality of its film productions
- is the world's largest government film unit
- has won almost 3000 national and international awards since 1939

Internationally recognized Canadian films include *Exotica*, *Jésus de Montreal*, *Love and Human Remains*, *Le Confessionnal*, *Margaret's Museum*, and *The Decline of The American Empire*

National Archives of Canada:

- cares for and shares many documents such as maps, diaries, sound recordings, photographs, and art
- protects the rights of Canadians and enhances the sense of national identity

Canada Council:

- fosters and promotes the study and enjoyment of work in the arts
- provides grants and services to Canadian artists and organizations in music, writing, publishing, dance, theatre, media, and visual arts
- distributes approximately 5,000 grants per year
- awards prizes to nearly 100 artists and scholars each year

National Arts Centre, NAC

- is the leading cultural theatre for performing arts
- contains over 3600 seats
- encourages artistic excellence, diversity, and youth

Factoids, Creative Canada

element: The imagination and originality of our artists working in literature, music, film, theatre, dance, the visual arts, etc. (continued)

message: Film, Festivals, and Government Spending Keep Canadian Culture Strong

The Canada Council For The Arts received millions of dollars to support orchestras, emerging artists, and the development of young audiences

The Canadian government spends \$5.8 billion each year in support of culture

Shaw Festival is:

- one of the largest repertory company in North America
- the only theatre in the world that specializes in plays written by Bernard Shaw and his contemporaries

Montreal Jazz Festival is 11 days in length, and is visited by an average of 1.5 million people

Canada's biggest Folk Festival is the Winnipeg Folk Festival, which began in 1974 and now draws 30,000 folk each year

Film

- Between 1994 and 1995, 14,000 films and videos were produced in Canada
- 70% of Canadian films were produced for television, 21% for corporations, and 9% other markets
- Revenues from Canadian films were just over \$1 billion
- Foreign investment in the funding of Canadian productions rose 200% between 1991 and 1995 to \$212 million
- Funding from Canadian private investors increased 33% to \$421 million
- Movie theatre attendance is on the rise after many years of decline due to comfortable seats, large screens, and good sound
- The average Canadian goes to the movies three times each year
- Many annual film festivals take place throughout Canada each year in cities like Montreal, Banff, and Vancouver



Factoids, Creative Canada

*element: An increasingly knowledge-based economy
with one of the world's best information infrastructures*

*message: Canada is Paving
the Information Highway*

Ottawa is one of Canada's high-tech jewels

Canadian IT industry sector is so successful because of its:

- low costs
- access to knowledge workers
- excellent R&D
- good R&D tax breaks
- innovation
- streamlined regulations

Service industries, such as finance, engineering, media, and software design, that use new technologies now compose two thirds of the Canadian national economy

Through the Connecting Canadian program, Canada has linked every school and public library in the country to the Internet

Canada, along with the United States and Scandinavia, has the highest rate of household Internet access in the world

Under the NetCorps program, hundreds of young, technology-trained Canadian interns are helping the world's poorest countries to connect schools and small businesses to the Internet



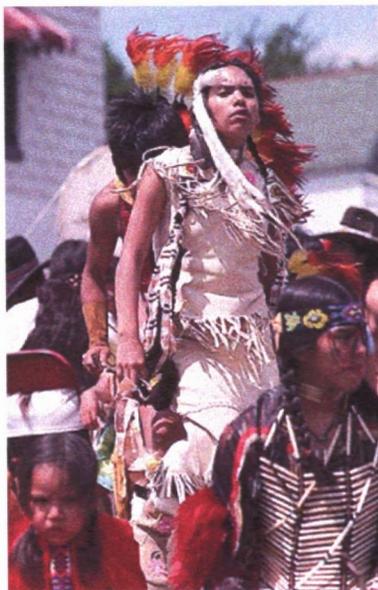
element: A multilingual, multidisciplinary population



CARING

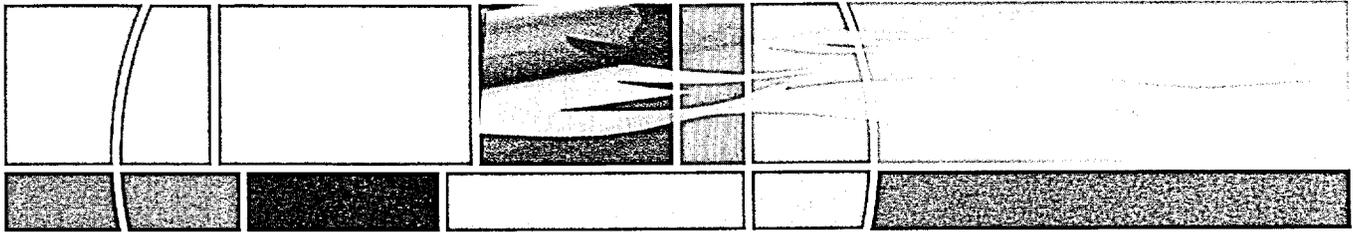
CARING:

A just and inclusive society



Contents:

- Elements
- Messages
- Speech Module
- Factoids

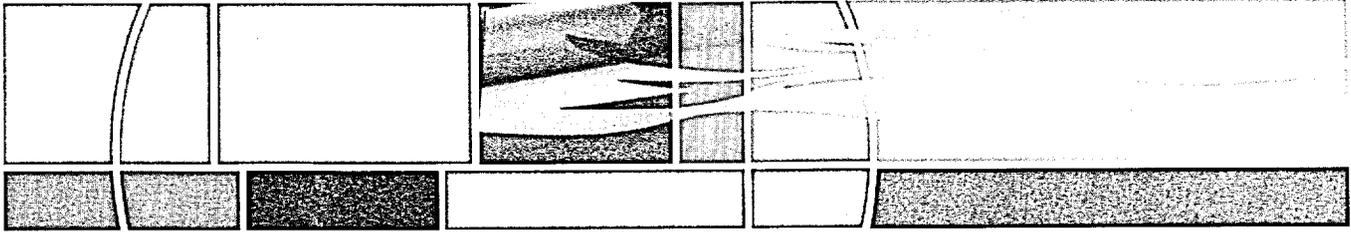


CARING CANADA:

A just and inclusive society

- a bilingual, multicultural country with Aboriginal, English and French roots
- a society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities
- a tolerant society, with liberal values and progressive policies
- harmonious labour-business-government relations
- high standards in its public health care, its legal and judicial system, its social services and its education system





Messages

CARING CANADA:

A just and inclusive society

A bilingual, multicultural country with Aboriginal, English and French roots

Bilingualism is a passion for our youth, the most bilingual generation in Canada's history.

Respecting the rights and meeting the special needs of Aboriginal communities is a top priority for Canada.

Canada recognizes and values its rich ethnic and racial diversity.

Business recognizes that Canada's diversity is an asset in domestic and international markets.

A society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities

Canada has many specialized services that equally support the needs and interests of all our citizens.

The Connecting Canadians program establishes public Internet sites in rural, remote and urban areas across Canada.

Canada's Broadcasting Act recognizes the need to reflect our diversity through programming.

A tolerant society, with values and progressive policies

Canada speaks out internationally in a clear voice on human rights.

We make every effort to face the ongoing challenge of preserving the human rights of all our citizens.

The Canadian Charter of Rights and Freedoms is a central part of our Constitution.

Harmonious labour-business-government relations

Canada is committed bringing openness and transparency to government operations.

On nearly every facet of national policy, we undertake extensive consultations with businesses, non-governmental organizations and citizens's groups.

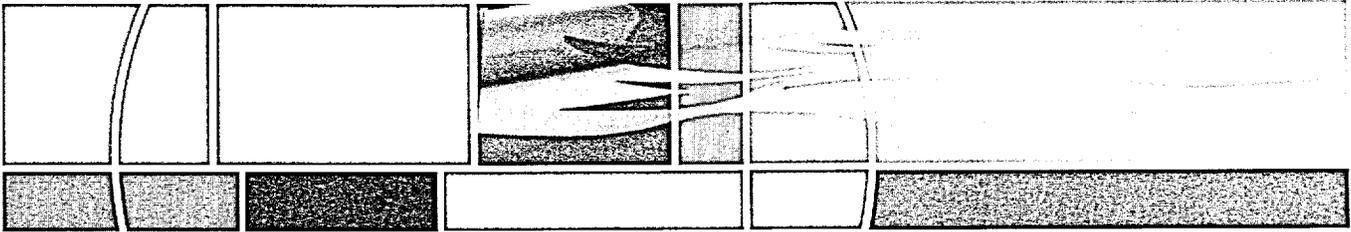
High standards in its public health care, its legal and judicial system, its social services and its education system

Canadians are living longer, and Canada's life expectancy of 79 years is second only to Japan's.

Canada's health care system is part of an array of supportive and varied social service programs.

Our superior education system sets the stage for our future prosperity.





Speech Module

CARING CANADA:

A just and inclusive society

Canada is a bilingual, multicultural country with Aboriginal, English and French roots. Under the Official Languages Act, Canada has two official languages: English and French. Accordingly, federal institutions must offer bilingual services on an equal basis. At present, bilingualism is a passion for our youth, the most bilingual generation in Canada's history. As of the last census, no fewer than 2.7 million young Canadians were studying French or English as a second language. Therefore, bilingualism is more than a legal requirement.

Respecting the rights and meeting the special needs of Aboriginal communities is a top priority for Canada. The recent Speech from the Throne sums up the position of the government: "As a country, we must be direct about the magnitude of the challenge and ambitious in our commitment to tackle the most pressing problems facing Aboriginal people. Reaching our objectives will take time, but we must not be deterred by the length of the journey or the obstacles that we may encounter along the way."

Canada also recognizes and values its rich ethnic and racial diversity. It works to ensure equality in social, economic, cultural and political life for all elements of our society. As a result, Canada has escaped many of the tensions that afflict other nations. Individual Canadians enjoy all the benefits of living in a comfortably diverse, multicultural, bilingual society.

The Canadian Multiculturalism Act enables people to develop in their own way, keeping their roots. Immigration has outpaced the natural birth rate and accounts for 53 percent of the population growth. While racial discrimination and cultural clashes persist to some extent, they are far outweighed by the good will of Canadians and our respect for the shared humanity of all. This is why people from all parts of the world can be absorbed peacefully in our country, including the 20 000 to 30 000 refugees and displaced persons accepted by Canada each year.



By 2006, one Canadian in six will belong to a visible minority. Already, according to the UN's official statistics, Toronto is the most multicultural city in the world.

Business recognizes that Canada's diversity is an asset in the domestic and international market. The Conference Board of Canada works with business, industry and trade associations to find new ways for Canadian companies to get the best return from Canada's linguistic and cultural diversity. Other institutions work within the framework of the Canadian Ethnocultural Council to ensure the preservation, enhancement and sharing of the cultural heritage of Canadians.

We are a society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities. Canada has many specialized services that equally support the needs and interests of all our citizens, despite regional, linguistic or ethnic differences. The Millennium Scholarship Fund helps make higher education available to all Canadian students. The Canadian Bureau for International Education runs an international student reception service at key international airports.

A warm welcome is also given through the Host Program, a volunteer initiative that helps newcomers with language barriers, lends support and provides an introduction to Canadian life.

By the end of 2001, the Connecting Canadians program will have established public Internet sites in 10 000 rural, remote and urban areas across Canada. Providing on-line services is one key way of enhancing the ability of all Canadians to get information.

Canada's Broadcasting Act recognizes the need to reflect our diversity through programming.

For example, nine radio stations in five cities devote all their airtime to individual ethnic groups, and more than 60 radio stations include ethnic broadcasting in their schedules. Cable companies have programming in a variety of languages, and several television stations serve targeted ethnic communities. More than 40 cultures are represented in Canada's ethnic press, which consists of over 100 daily, weekly, monthly and quarterly ethnic-language publications.

A tolerant society, with values and progressive policies are key characteristics of a caring Canada. Our country speaks out internationally in a clear voice on human rights, often commenting on the situation in various countries around the world. We do so as part of our commitment to the universality of human rights. We make every effort to face the ongoing challenge of preserving the human rights of all our own citizens.

The Canadian Charter of Rights and Freedoms is a central part of our Constitution. Laws passed by any level of government in Canada must ultimately be shown to meet the requirements of the Charter. This is an effective system of interlocking laws and institutions for guarding against human rights violations and correcting them when they do happen.

The Canadian Human Rights Commission, in support of the Charter, works to end instances of discrimination and to ensure that victims receive financial or other kinds of appropriate compensation. The Commission handles approximately 1500 complaints a year, and it tries to resolve each within nine months.

As stated in the Canadian Human Rights Act: "Every individual should have an equal opportunity with other individuals to make for himself or herself the life that he or she is able and wishes to have, consistent with his or her duties and obligations as a member of society."

We are a country that promotes harmonious labour-business-government relations. Canada is committed to bringing openness and transparency to government operations. Citizen engagement is essential to an informed and legitimate policy-making process. On nearly every facet of national policy we undertake extensive consultations with the public, including business, non-governmental organizations and citizens' groups.

For example, Canada's federal and provincial governments are working with representatives of our Aboriginal peoples to resolve disputes and address their needs. The new territory of Nunavut has been created, bringing self-government to Canada's Inuit with control over one fifth of Canada's land mass.

In northwestern British Columbia, the Nisga'a land claim has been resolved with a treaty that gives Aboriginal people almost 2000 square kilometres of land, a payment of \$196 million over 15 years, access to natural and economic resources, and self-government.

These agreements are only the beginning of our efforts to develop, with our Aboriginal peoples, a permanent resolution to their concerns. This is a process that will continue, because Canadians regret the injustices of the past and we want to keep making efforts to rectify them.

To ensure our society is liveable, Canada maintains high standards in its public health care, its legal and judicial system, its social services and its education system. Canadians are living longer, and Canada's life expectancy of 79 years is second only to Japan's. A key reason is that Canada's health insurance system is available to

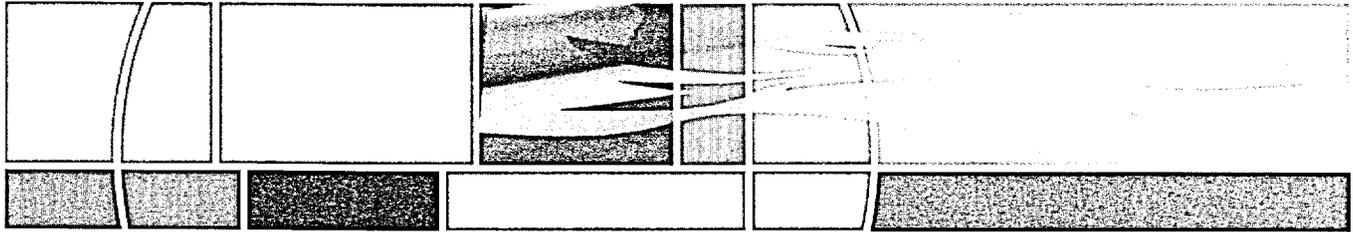
all permanent residents, and is comprehensive in the services it covers.

In 1998, per capita health care spending was almost 50 percent higher than 20 years ago. Among G-7 countries, Canada is tied with France for third place in per capita health expenditures. This year, the federal government renewed the fiscal support it gives to the system. Over the next five years, the provinces and territories will receive an additional \$11.5 billion for health care.

Canada's health care system is part of an array of supportive and varied social service programs enjoyed by our citizens. For example, five million Canadian children receive the Child Tax Benefit, and 3.6 million seniors receive Old Age Security benefits. On average, some 700 000 Canadians receive Employment Insurance benefits.

Our superior education system sets the stage for our future prosperity. We rank among the world's leaders in per capita spending on public education. Furthermore, our school system is comprehensive, diversified and available to all.

Canadians believe in giving people the opportunity to develop themselves. It's all part of building a just and caring society.



Factoids

CARING CANADA:

A Just and Inclusive Society

element: A bilingual, multicultural country with Aboriginal, English and French roots

message: Canada Recognizes the Needs, and Freedoms of Ethnic Cultures

In 1971 Canada adopted a multicultural policy

In 1988 the Canadian Multiculturalism Act was passed, and was founded on Canadian Human Rights legislation

Canada recognizes and values its rich ethnic and racial diversity

Canada stands for equality in social, economic, cultural, and political life - we are a world leader and a model for other countries

1991 Broadcasting Act

- recognized the needs of a diverse society through programming, and employment opportunities
- Canadian mainstream media is slowly doing this - examples include: North Of 60, Degross Junior High, Ces enfants d'ailleurs television programs

Ethnic radio and television broadcasting

- 9 radio stations in 5 cities devote programming to ethnic groups (Italian, Ukrainian, German, Greek, Portuguese)
- more than 60 radio stations include ethnic broadcasting in their schedules
- cable companies have programming in a variety of languages
- Toronto has a full time ethnic television station which is available throughout Ontario

Print media

- ethnic papers have been in Canada for more than 80 years
- Canada has more than 100 daily, weekly, monthly, and quarterly ethnic language publications
- more than 40 cultures are represented in Canada's ethnic press
- there is a Chinese version of Maclean's

Ethnocultural artists

- Nino Ricci wrote "Lives of The Saints" and received the Governor General's Award
- Atom Egoyan's successful films

Canadian Ethnocultural Council was founded in 1980 to:

- ensure the preservation, enhancement, and sharing of the cultural heritage of Canadians
- eliminate racism
- remove barriers that prevent some Canadians from participating fully and equally in society

Factoids, Caring Canada

element: A bilingual, multicultural country with Aboriginal, English and French roots (continued)

message: We Are A Bilingual Country

82% of Quebec's population speaks French

More than one million Francophones live outside Quebec

French is spoken by 8.5 million people in Canada

In 1978 there were 40,000 French immersion students in grade schools - by 1996 there were 313,000 French immersion students in grade schools

In 1991, bilingualism rose from 16% to 23% in one decade among 15 to 25 year olds - young Canadians in this group are the most bilingual generation in Canada's history

In 1995, 2.7 million young Canadians were studying French or English as a second language, an increase of 10% over the last 25 years

Official Languages Act

- made French and English the official Canadian languages
- federal institutions must reflect the equality of the two languages by offering bilingual services

Radio-Canada programs are broadcasted all over the country

TV5 - a French television network receives government contributions of \$4 million annually to provide high quality domestic and international Francophone broadcasting for Canadians

Factoids, Caring Canada

element: A society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities

message: Canada Has a Plethora of Services That Enables its Inhabitants to Live Well

CBC-radio and television broadcasts in French and English

CBC transmits programming in 8 languages

CBC North offers services in 8 native languages

Canada is a world leader in second language training programs

Cooperative programs offer to improve English skills in business, research, analysis, presentations

Health care

- is universal, comprehensive, accessible
- has been in place for 30 years, with each province having its own system
- from 1999 to 2004, the provinces, and territories will receive an additional \$11.5 billion
- health care programs are available for travellers and students

Social programs

- substance and physical abuse programs are available to all members of society
- AIDS prevention programs provide needle exchange programs and safe houses
- health care centres provide a selection of resources about health issues in a multicultural society

Education

- degrees earned at Canadian colleges and universities are internationally recognized
- many scholarships are available such as
 - the Canadian Millennium Scholarship Fund
 - the African-Canadian Continuing Education Society - to help young Africans (Kenyans) attend college in Canada

Canadian Bureau For International Education (CBIE)

- runs an international student reception service from the last week in August to the first week in September at international airports in Vancouver, Toronto, and Halifax
- this service assists students in making connections for ongoing travel to other cities, and provides information for international students
- CBIE has 110 colleges, and universities as members as well as corporate partners, individuals and non-government agencies

Revenue Canada offers a variety of services including

- filing tax returns by mail or convenient and easy netfile or efile by computer, and telefile by phone
- online information for personal, general, and business taxes

Canadian Rural Information Service (CRIS)

- provides information for rural tourism, youth opportunities, education, and employment
- March 16, 2001, \$110,500 in government funding was given for 3 research projects
 - \$50,000 to the Canadian Rural Revitalization Foundation for their project "Building Capacity in Agricultural Communities"
 - \$50,000 to WESTARC Group, affiliated with Brandon University, for "Rural Adaptation and Successful Support Programs"
 - \$10,500 for New Brunswick Partners in Agriculture for "Rural/Farm Child Care Research project"

Factoids, Caring Canada

element: A society committed to offering equal opportunities to each person, including women, young people, residents of remote areas, persons with disabilities and ethnic minorities (continued)

message: Canada Has a Plethora of Services That Enables its Inhabitants to Live Well (continued)

Rural Access Project, created Feb. 28, 2001

- provides education programs to people in rural Saskatchewan
- includes video conferencing and internet connectivity, and a virtual instructor with 21 students in the class
- higher education/computer skills = employment
- is in its 2nd year of a two year pilot program
- has created high interest and demand
- funded by Human Resources Canada (\$100,000), Saskatchewan Department of Post Secondary Education & Skills Training (\$70,000), and Agriculture Canada's Rural Initiatives Program (\$18,750)
- goal is to provide the Canadian public with affordable access to internet and the skills needed to use it well
- began in 1994 in rural communities with populations up to 50,000
- by 1999 was rolling out to larger population centres
- by the end of 2001 the Connecting Canadians Program established public internet sites in 10,000 rural, remote, and urban areas across Canada

Department of Indian and Northern Development (DIAND)

- Native Internship program offers summer employment in HRDC offices to aboriginal students

Youth Service Canada for First Nations Youth Community Access Program (CAP)

- community service projects for unemployed, or out of school youths on reserves

The Host Program is a volunteer program that helps newcomers with language barriers, lend support, and show them about Canadian life

On March 12, 2001 British Columbia launched a program to recognize foreign professionals in Canada

- announced by Multiculturalism and Immigration Minister, Sue Hammell
- the government will dedicate more resources to help foreign trained workers find meaningful jobs, and reach their full potential by contributing to the province's economic growth

Factoids, Caring Canada

element: A tolerant society, with values and progressive policies

message: Come to Canada and Be Heard

Canadians have the right to:

- vote from 18 years old
- equality
- mobility (to work, live here)
- freedom of speech, thought, peaceful assembly
- to enter and leave the country freely
- to express opinions while respecting the rights and freedoms of others

Canada values include:

- universal rights for human respect which helps to develop and maintain stable, peaceful, democratic, and prosperous societies
- rule by law, not power
- sustainable development
- culture and education
- global cultural affairs

The Human Rights Act was passed in 1917

Sustainable development

- percentage of homes that have access to recycling programs - paper 69.6%; metal cans 67.2%; glass bottles 67.4%; plastics 62.8%; special 40.2%
- percentage of home that recycle - paper 83.1%; metal cans 83.5%; glass bottles 83.5%; plastics 81.7%; special 57.1%
- percentage of homes that:
 - have compost heap/container/service - 22.7%
 - regularly lower the temperature - 71.1%
 - own water saving, low flow, or modified shower heads - 42.3%
 - that have a water filter/purifier - 19.5%

Forests - In 1997, there were 24,812 hectares of seeded areas, and 432,976 hectares of seedlings planted

Quality air forecasting - In June 21, 2000, Environment Canada announced it would supplement the existing program with \$1 million to expand and improve air quality forecasting

Arts and culture

- customs are kept alive through story telling, dance, music
- new expressions of talent mark new development in our history
- there are 150 festivals/special arts events annually, creating \$79 million in revenues

Factoids, Caring Canada

*element: A tolerant society, with values and progressive policies
(continued)*

message: Canada is Very Tolerant

Gay/lesbian rights

- In 1969, Prime Minister Trudeau amended the Criminal Code by decriminalizing homosexuality in Canada
- In 1979, the Canadian Human Rights Act has "sexual orientation" added
- In 1999, the Supreme Court of Canada rules same sex couples should have the same benefits and obligations as opposite sex common law couples

Religion

- in Canada, the population consists of 42% Roman Catholics, 40% Protestant, and 18% other
- faith groups cooperate with each other
- Christian, and some non-Christian faiths combine forces to speak out on topics like poverty, and the federal budget
- Canada is very tolerant, and respects religious diversity

message: Canada Has Liveable and Proactive Communities

Town Hall Meetings - an expression of thoughts, ideas, actions

- exchange and discuss news and information
- are committed to inform, educate, empower

Excellent transportation infrastructure (buses, ferries, subways, car pooling programs)

City beautification programs-parks, green spaces

Excellent recycling programs

Social engineering

Factoids, Caring Canada

element: Harmonious labour-business-government relations

message: Canada Has A Strong Working Foundation

Public Service Alliance of Canada (PSAC) is one of Canada's largest unions, with 150,000 members work in a wide range of occupations

95% of all negotiations conclude without a strike

Labour-management relations have shown a marked improvement in the public sector since 1998

element: High standards in its public health care, its legal and judicial system, its social services and its education system

message: Canada Has Excellent Health Care

Canadians are living longer, in 1997 Canada's life expectancy was second to Japan with a life expectancy of 79 years

Canadian Health Act

- committed to maintaining Canada's health insurance system that is available to permanent residents
- comprehensive in the services it covers
- accessible without income barriers
- portable within, and out of the country
- each province has its own health care plan that respects these basic principles

Health Care in Canada 2000 - Annual Report

- In 1998, health care spending per Canadian was almost 50% higher than 20 years ago
- In 1999, \$86 billion spent on health care, 70% of that came from public coffers

In 1998 there were 227,651 nurses in Canada; 56,203 civilian physicians (of this number, 27,661 are specialists); with 91 specialists per 100,000 population

message: Canada's education system is superior

Canadian education is comprehensive, diversified, and available to all

By law, a child 6-16 years old must attend school

5 million children attend public schools

Elementary and secondary systems employ close to 300,000 full time teachers

Canada ranks among the world's leaders in per capita spending on public education

Quality of education = quality of life

Factoids, Caring Canada

element: High standards in its public health care, its legal and judicial system, its social services and its education system (continued)

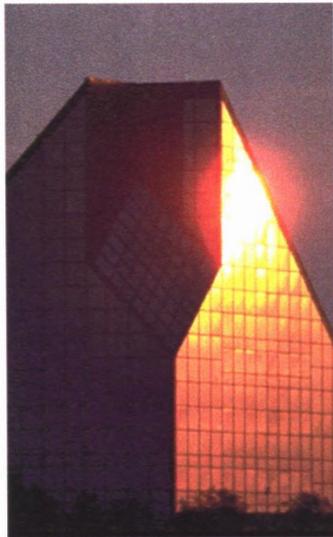
message: Social Service Programs Are Supportive and Varied

Social service stats 1998-99

- 5,480,880 children receiving the Child Tax Benefit
- \$22,781,335 net federal payments for old age security programs
- 18,431 war veterans/civilians receiving allowances
- Canada & Quebec pension plans, total payments for all benefits - \$23,770,669
- average number of old age security beneficiaries - 3,670,833
- human resource investment programs and initiatives, total expenditures - \$1,179,986
- \$370,474,000 social assistance and social services for Registered Indians on Crown lands and off reserves
- \$594,398,000 social assistance, federal expenditures for Registered Indians on Crown lands, on and off reserves
- employment/unemployment insurance, average number of beneficiaries (all benefits) - 729,803

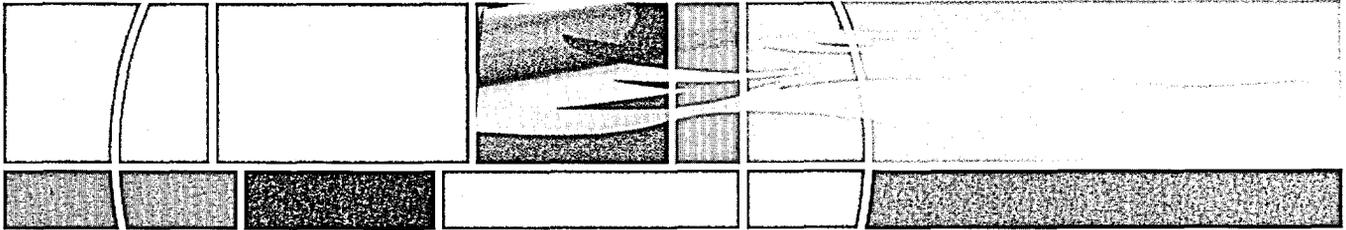
COSMOPOLITAN:

*A modern state with
a human face*



Contents:

- Elements
- Messages
- Speech Module
- Factoids

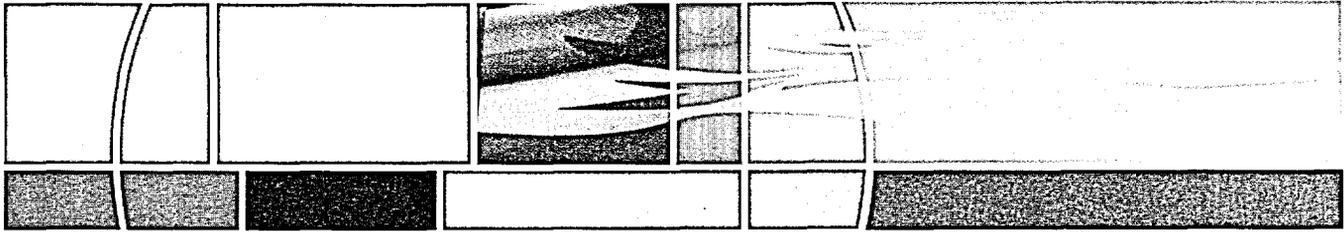


COSMOPOLITAN CANADA:

A modern state with a human face

- a functional, flexible federal structure that adapts to changing circumstances
- a government responsive to the needs and concerns of citizens, and a public sector that offers them efficient service
- one of the world's most electronically connected countries; already all schools and libraries are linked to the Internet
- a champion of democracy, human rights and the rule of law
- a committed internationalist, as shown by its humanitarian initiatives, including its human security program





Messages

COSMOPOLITAN CANADA:

A modern state with a human face

A functional, flexible federal structure that adapts to changing circumstances

The Canadian Parliamentary system is fully capable of adjusting and evolving to meet the changing needs of all its citizens.

The Constitution Act of 1982, which includes the Charter of Rights and Freedoms, is the foundation of the modern Canadian federation.

In recent years, the provinces have been allowed to take over responsibilities in areas such as labour market training and mining and forestry development.

A government responsive to the needs and concerns of citizens, and a public sector that offers them efficient service

Canadians continue to believe in a strong role for government.

The public sector continues to be important to the functioning of Canada.

Innovation and improving efficiency are the key features of the Canadian public sector.

The Canadian approach uses innovations to continuously enhance the flexible federalism at the core of our domestic political system.

One of the world's most electronically connected countries; already all schools and libraries are linked to the Internet

Canada ranks among the world leaders in terms of the percentage of population on-line.

Canada became the first country to have all its public libraries connected to the Internet.

A champion of democracy, human rights and the rule of law

Canada believes in a new kind of global politics, with governments, civil society and non-governmental organizations working together to effect positive change for people.

Canada is committed to a fair, open global trading system reflecting the same principles that protect human rights and allow individuals to realize their potential, free from persecution or discrimination.

A committed internationalist, as shown by its humanitarian initiatives, including its human security program

On a global level, Canada believes in a team approach when promoting culture, values, policies and interests.

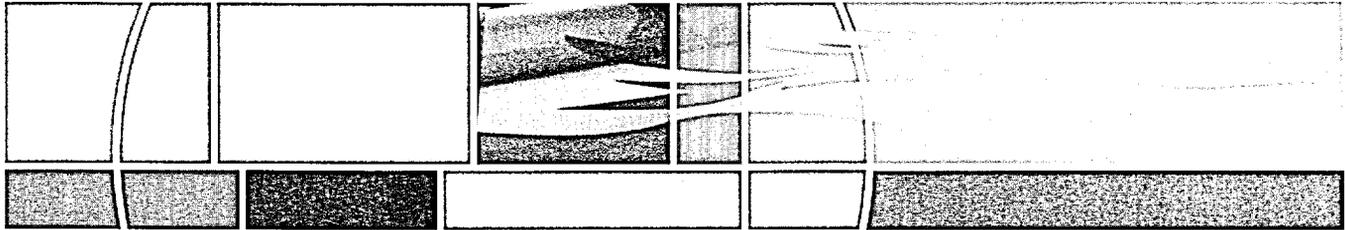
Canada maintains a strong presence in multilateral forums such as the UN and the World Trade Organization.

Canada and the United States enjoy the benefits of having the world's largest bilateral trading relationship.

Canada's flexible, multi-faceted approach to international relations enables us to assist developing countries and countries in transition.

We have achieved much progress by focussing attention on the quality and security of human lives.





Speech Module

COSMOPOLITAN CANADA:

A modern state with a human face

Canada has a functional, flexible federal structure that adapts to changing circumstances. The Canadian Parliamentary system is fully capable of adjusting and evolving to meet the changing needs of all its citizens. In 1867, Canada's Fathers of Confederation adopted a flexible and dynamic federal form of government, that was based on the British Parliamentary model. As a result, each province and territory has been able to develop in accordance with its own characteristics and priorities, while enjoying the benefits of being part of Canada.

The Constitution Act of 1982, which includes the Charter of Rights and Freedoms, is the foundation of the modern Canadian federation. The Act includes an amending formula, which has yet to be used.

Still, the framework for our governance has continued to evolve. For example, in 1995, the federal Parliament passed a resolution recognizing Quebec as a distinct society. In 1996, Canada's five major regions were given a guarantee that no constitutional change would be made without their unanimous consent.

Provincial governments have long been able to opt out of federal-provincial programs on equitable terms. More recently, the provinces have been allowed to take over responsibilities in areas such as labour market training and mining and forestry development.

Our government is responsive to the needs and concerns of citizens, and a public sector that offers them efficient service. Despite privatization and deregulation, in such areas as energy, transportation and telecommunications, Canadians continue to believe in a strong role for government. For example, a recent survey asked "What contributes to belonging to Canada?" Of the respondents, 51 percent mentioned social programs.



The public sector continues to be important to the functioning of Canada. Spending for all levels of government, including not only departments but also Crown corporations, municipalities, colleges, universities and hospitals, is only 46 percent of our GDP.

Innovation and improving efficiency are the key features of the Canadian public sector. The Federal Government On-line project, for example, aims to make Canada the world leader in delivering on-line services by 2004.

Meanwhile, in regions across the country innovative initiatives are under way. The Maintenance Enforcement Program run by the Alberta Department of Justice offers on-line tools to help children and families collect support payments granted by the courts. In Toronto, e-filing of court documents allows users to interact directly with the court data bases, saving everyone involved significant amounts of time and money.

The Canadian approach, therefore, uses innovations to continuously enhance the flexible federalism at the core of our domestic political system.

Canada is one of the world's most electronically connected countries; already all schools and libraries are linked to the Internet. We rank among the world leaders in terms of the percentage of population on-line. In 1999, Canada was the first country in the world to connect all its schools and libraries to the Internet.

Canada is proud to be a champion of democracy, human rights and the rule of law. We believe in a new kind of global politics, with governments, civil society and non-governmental organizations working together to effect positive change for people.

Therefore, Canada is committed to a fair, open global trading system reflecting the same principles that protect human rights and allow individuals to realize their potential, free from persecution or discrimination. We need to harness the potential of globalization to make it a force for inclusiveness and interdependence, not only of economies but of culture, concepts and human expectations.

Canada continues to be a committed internationalist, as shown by its humanitarian initiatives, including its human security program. On a global level, Canada believes in a team approach when promoting culture, values, policies and interests.

Few countries can match the scope or scale of our global partnerships. Canada's Department of Foreign Affairs goes

back to 1909. Our mission in London obtained full diplomatic status in 1926. Canada's next official diplomatic mission abroad opened in Washington in 1927; this was followed by Paris in 1928 and Tokyo in 1929. Today, we have over 130 missions and 30 satellite offices around the world in major cities ranging alphabetically from Abidjan to Zagreb.

Canada maintains a strong presence in multilateral forums such as the UN and the World Trade Organization. In 1927, Canada took a seat for the first time on the Council of the League of Nations. In 1945, Canada was among the 50 countries that founded the United Nations at the San Francisco Conference. In the last decade alone, Canada signed or ratified 165 multilateral and 266 bilateral treaties. It also joined 12 major new international/regional organizations or processes.

The commitment of Canadians to the UN continues to run deep. A 1998 survey indicates that 79 percent of Canadians are familiar with the UN, and that 9 out of 10 want Canada to play an even larger role in the organization. Canada is recognized internationally for taking its UN responsibilities seriously. We have been elected seven times to a seat on the UN Security Council.

At the same time we have fostered many close bilateral ties and regional affiliations. For example, Canada is the only country in the world belonging simultaneously to the G-8, the Commonwealth and La Francophonie.

Canada and the United States enjoy the benefits of having the world's largest bilateral trading relationship. Today, a major policy priority for Canada is making our close ties with the United States even closer. In fact, in 1833, the Consulate of the United States was the first foreign consulate to be opened in Halifax.

Today, all eyes have turned to the talks on creating a hemispheric Free Trade Area of the Americas. This would be the world's largest free trade zone, with 800 million people and a gross domestic product in excess of \$10.6 trillion.

Canada's flexible, multi-faceted approach to international relations enables us to assist developing countries and countries in transition. We give these countries the tools to eventually meet their own needs, by providing assistance in the form of goods, services, the transfer of knowledge and skills, and financial assistance. In this way, we strive to be a compassionate humanitarian donor pursuing sustainable development and poverty alleviation.

The Canadian International Development Agency (CIDA) is the federal government agency directly responsible for delivering Canadian aid. CIDA supports projects in over 100 countries, including the nations of Central and Eastern

Europe and the former Soviet Union. Together, they represent four fifths of the world's people. CIDA always makes a point of working in close partnership with host countries as well as Canadian organizations, institutions and businesses, and international organizations and agencies.

Canada's foreign aid program supports efforts to provide primary health care, basic education, family planning, nutrition, water and sanitation, and shelter. We support the full participation of women as equal partners in the sustainable development of their societies. Another priority is helping developing countries and countries in transition deliver environmentally sound infrastructure services, with an emphasis on assisting poorer groups and building capacity.

Development assistance is a vital component of Canada's new foreign policy. That policy is painting a new picture of Canada on the global canvas.

We have, therefore, achieved much progress by focussing attention on the quality and security of human lives. Canada has actively pursued a human security agenda.

Since 1997, signatories of the Ottawa Convention banning anti-personnel mines have destroyed 20 million stockpiled mines. As a result, mine casualty rates have dropped by more than 50 percent in Cambodia, and by 90 percent in Bosnia and Mozambique.

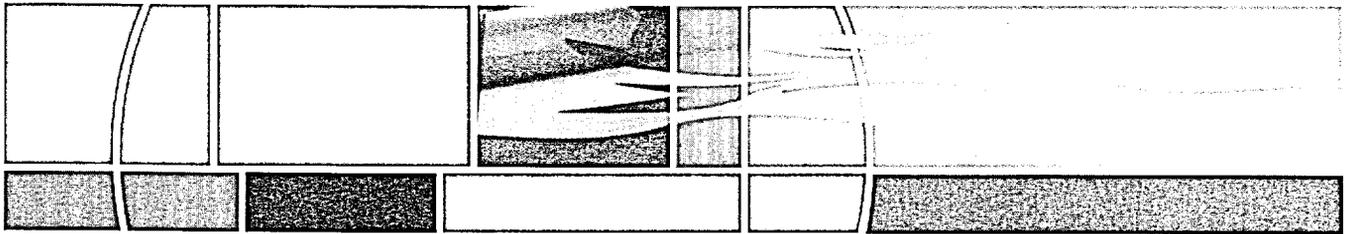
We helped develop the Rome Statute of the International Criminal Court. Canada also hosted a global conference of governments, international agencies and civil society groups for the purpose of developing a global strategy on war-affected children.

At the UN Millennium Summit, we helped win support for a new instrument of international law: the Convention on the Rights of the Child.

These are only a few examples of Canada's new emphasis on issues that involve human security. Among the many other issues to be addressed with our global partners are disease, trafficking in people and drugs, counter-terrorism, freedom of the press, independence of the judiciary, and good governance.

Our global institutions must re-orient themselves to these new realities. They must ensure that their priorities are aligned with the most pressing needs of humanity as a whole, particularly people in poor and conflict-torn regions.

It's all part of being part of a modern state with a human face; implementing a new philosophy of government that emphasizes flexible co-operation and innovation throughout Canada and around the world.



Factoids

COSMOPOLITAN CANADA:

A Modern State with a Human Face

element: A functional, flexible federal structure that adapts to changing circumstances

message: Canada is A Flexible, Dynamic Country That Adjusts to Meet the Needs of its People

The Fathers of Confederation chose a system for Canada that allows each province and territory to develop in accordance with its own characteristics and priorities while still being a part of the country

Federal structure is flexible because it's possible to make changes and adjustments without amending the fundamental law

Federal structure shares the power, is the one thing that can take into account Canada's geographical realities, diversity of its cultural communities, and its dual legal and linguistic heritage

The federal government is responsible for trade, tax, communications, transportation, immigration, criminal law, unemployment

Provincial government also has an impact on policies

The federal government has recently transferred greater responsibility to the provinces in the areas of labour market training, mining, and forestry

Non-participation agreements allow provincial governments to opt out of federal-provincial programs, then assume administration and financial powers associated with the programs while receiving financial compensation from the federal government

- for example: the Canada Pension Plan/Quebec Pension Plan

Since the 1960's Quebec was able to broaden its field of activity to areas traditionally occupied by the federal government

Since 1971 Canada and Quebec governments have negotiated 4 administration agreements on immigration that allow Quebec to select and integrate its immigrants

Similar agreements apply with regard to economic development and international agreements

An agreement was reached between the federal government and the provinces (except Quebec) to enable residents to file only one tax return

- the federal government then turns over to each province the amounts collected on its behalf, all done without amending the Constitution

July 1994, federal and provincial governments ratified an agreement on interprovincial trade which reduced trade barriers between provinces

- this was done in order to promote economic growth and job creation
- the federal and provincial governments continue to work together to improve the agreement which underlies our economic union

Factoids, Cosmopolitan Canada

element: A government responsive to the needs and concerns of citizens, and a public sector that offers them efficient service

message: the Public Sector Continues to Be Important to the Functioning of Canada

Public sector spending for all levels of government combined is 46% of the GDP

- of this amount nearly half is for the salaries of public sector employees

In May 1999, the Parti Quebecois government announced a 25% increase in the number of anglophone, allophones in their provincial civil service due to their under-representation

The public sector includes Crown corporations, departments, municipalities, colleges, universities, and hospitals

Alberta Justice-Maintenance Enforcement Program (MEP)

- helps children and families collect support payments granted by the courts
- clients/creditors can access their account information in two ways at any given time
 1. MEP Information Line-telephone
 2. MEP Accounts Line- Internet, privacy protection ensured

E-filing court documents

- Toronto, Ontario is the only Canadian city currently involved
- "Sustain e-court" interacts directly with the court's database
 - eliminates data entry
 - reduces lead times
 - allows judges, court administrators, and lawyers to access court data
 - allows document distribution to other lawyers
- E-court will decrease the estimated \$9 million per year it costs taxpayers for courts to store millions of civil documents in the system
- There are 225,000 documents filed in civil cases in Toronto alone each year

element: One of the world's most electronically connected countries; already all schools and libraries are linked to the Internet

Canada ranks among the world leaders in terms of the percentage of population on-line

Canada became the first country to have all its public libraries connected to the Internet

Factoids, Cosmopolitan Canada

element: A champion of democracy, human rights and the rule of law

message: Knowledge is Essential in the Human Security Agenda

Human security is freedom from pervasive threats to people's rights, safety and lives

There are 5 foreign policy priorities for the advancement of human security

1. protection of civilians
 - war affected children, displaced persons, land mines, humanitarian intervention
 - building international will and strengthening norms to reduce the human costs of armed conflict
2. peace support operations
 - building UN capacities
 - addressing the complex requirements for expert deployment of skilled personnel
3. conflict prevention
 - strengthening the international community to prevent/resolve conflict
 - small arms proliferation
 - post conflict peace building
4. governance and accountability
 - establishing an International Criminal Court
 - norms of democracy and human rights
5. public safety
 - dealing with the growing threat of transnational organized crime
 - illicit drugs, terrorism

Multilateralism is integral to the human security agenda

Canada is a member of the UN Security Council

NATO and OSEC (Organization for Security and Cooperation in Europe) are important forums for advancing issues such as conflict prevention by:

- elimination of land mines
- control of small arms flow

Human Security Network

- participation by over 12 countries
- grew from the bilateral arrangement between Canada and Norway
- identifies concrete areas for collective action

NGO partnerships

- central to Canadian promotion of human security agenda internationally
- at home there are over 100 NGO groups relevant to enhancing human security
- annual human rights consultations covering a range of country-specific and thematic issues are held with the Canadian NGO's prior to the UN Commission on Human Rights

Canada and the United Nations

- an active member since 1945
- promotes peace and security, fosters international cooperation in solving economic, social, and humanitarian problems
- promotes culture and respect for human resources
- UN is central to Canada's foreign policy
- Canadian Louise Frechette is the UN Deputy Secretary General
- Canada has participated in every major UN peacekeeping mission
- Canada is the 7th largest contributor to the UN budget
- Canada is a member of 7 UN Specialized Agencies
- UN is essential to the conduct of diplomacy in an ever globalizing world

On April 8, 2001, CIDA supported the electoral process of a new president in Peru

- CIDA is contributing \$255,000 over 6 months for the sub-project "Quick Counts of Votes in the Elections for the President and the Congress of Peru"
- Canada's goal is to ensure democratic reforms

Factoids, Cosmopolitan Canada

element: A champion of democracy, human rights and the rule of law (continued)

message: Knowledge is Essential in the Human Security Agenda (continued)

On March 20, 2001, Canada announced that it will pursue the broadest possible political and economic relationship with India

- it will encourage-bilateral ministerial visits
- Canada will resume full CIDA programming in India
- Canada will provide support to culture and sports

- both countries work together well in the Commonwealth, UN, and WTO on many multilateral issues
- Canada will call on India to renounce its nuclear weapons program, to sign and ratify the Comprehensive Test Ban Treaty, and also to join the Non-Proliferation Treaty as a non-nuclear weapons state

element: A committed internationalist, as shown by its humanitarian initiatives, including its human security program

message: Canada Guarantees Positive Relations Between Nations

Canada is in a leadership position in the world mainly due to its economic position/status

Canada's geographic location is an advantage due to emerging relations in the Pacific and Latin America

Canada has active memberships in international organizations

Canada's is well positioned in the world as a non-colonizing power, constructive multilateralism, and effective international mediator

Canada's information technology, knowledge workers, e-commerce, and service oriented status is truly making it a post-modern state

Canada has a team approach to culture due to bilingualism, and multiculturalism

The vitality of our culture is the key to our success

Knowledge-based economy skills, education, ingenuity, and social adaptability will be key in our international advantage

Radio Canada International (RCI)

- broadcasts to Europe, Africa, Middle East, U.S., Latin American and the Caribbean through shortwave, satellite, and partnership agreements with local broadcasters
- broadcasts in 7 foreign languages

We have the ability to use technologies to deliver messages, transmit values, and support our trade and development assistance programs abroad

Factoids, Cosmopolitan Canada

element: A committed internationalist, as shown by its humanitarian initiatives, including its human security program (continued)

message: Canada is A Bilateral Partner

Canada-Denmark

- cultural exchanges and the appearance of a number of Canadian artists performing and exhibiting in Denmark each year

Canada-Greenland

- an ally with Canada on the issue of preservation of North Atlantic Fisheries
- on-going scientific contacts in the fields of geology, and Arctic wildlife
- close cultural links between Inuit on either side of Davis Strait
- English language service of CBC is broadcast in Greenland, giving Canada immediate presence

Canada-Norway

- in 1998 Norway's investment in Canada was \$753 million (with the largest being Norsk Hydro's magnesium plant in Quebec)
- 2,000 Canadians or dual nationals live in Norway
- positive political environment
- Norway receives TV5 Francophone programs
- universities in Oslo, and Bergen have English and French Canadian studies
- a number of Canadian films have been distributed at the Norway Film Festival's annual "Panorama Canada"
- theatre exchange productions in Toronto and Montreal

Canada-U.S.

- closest and most extensive bilateral trading partnership in the world
- reflected in the high volume of trade
- more than 200 million people per year cross between the borders
- we are working together to resolve transboundary environmental issues

message: Canada Leads the World in Humanitarian Assistance

In June 1999, over one million people were displaced from Kosovo to neighbouring countries

- CIDA pledged \$45 million in humanitarian assistance, which also included another \$10 million allocated for economic assistance to countries in the region
- Canada accepted 5,000 refugees
- refugees were allowed to return to Kosovo when conditions permit, or they could remain in Canada

In April 2000, CIDA donated \$16 million in food and humanitarian aid for drought victims in Ethiopia - of the \$16 million

- \$7.1 million was for food
- \$670,000 for emergency supplies and relief
- \$6.25 million to the World Food Program to purchase, transport, distribute emergency food supplies
- \$1.5 million to UNICEF to distribute medicine, therapeutic feedings, water, sanitation, and education for the displaced

In January 2001, there was a major earthquake in western India, and Canada contributed \$10 million in aid

In a March 16, 2001, announcement in Santiago, Chile

- CIDA contributed \$5.3 million to help improve the lives of children and youth in the Americas
- \$5 million of that to go to UNICEF Jamaica's Country Program for early childhood care/education, enhancing the role of parents and the community in care and education, and to promote HIV/AIDS awareness
- \$250,000 to Inter-American Children's Institute in Uruguay, to develop policies re: child labour practises
- \$75,000 to Le Centre missionnaire oblat, a centre for mentally challenged children in Peru which helps to enable children who are mentally challenged to be better accepted by their families, schools, community, and workforce through a community centre for 45 children, and home visits for 30 others

Factoids, Cosmopolitan Canada

element: A committed internationalist, as shown by its humanitarian initiatives, including its human security program (continued)

message: Canada Makes Efforts to Ensure That World Wide Environmental and Health Issues are Addressed

In a March 29, 2001, announcement in Montreal, Canada

- contributed \$8 million for environment and natural resource initiatives in the Americas
- \$610,000 was contributed to the Americana 2001 Pan-Am Environmental Technology Trade Show and Conference in Montreal
- \$5 million will be contributed over the next 5 years to reform the natural resource sector in Bolivia
- \$1.5 million will be contributed over the next 3 years to help 9 municipalities from Brazil, Chile, and Argentina to reduce greenhouse gas emissions and improve air quality
- \$1.36 million will be provided to improve access to clean water in North East Brazil
- \$200,000 will be given to help Caribbean countries develop the Clean Development Mechanism that allows the transfer of certified emissions reductions from developed countries to industrialized countries

Oceans

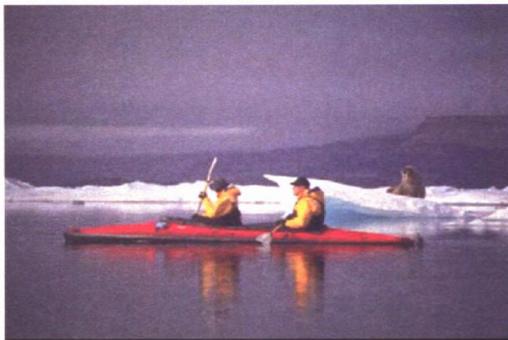
- Canada recognizes the need to develop new approaches to problems on a global scale (over-fishing, marine pollution)
- Canada aims to assist countries with little or no policy frameworks for waters management

The Arctic Council (AC), created in 1996, Ottawa, Ontario is committed to the well being of Arctic inhabitants-indigenous people and their natural environments

On March 22, 2001, it was announced that Canada will contribute \$32.2 million to fight tuberculosis (TB) in developing countries

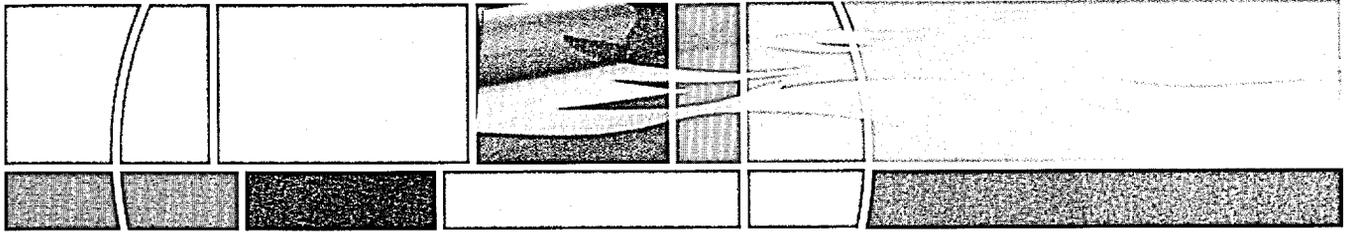
- half of the money will be used to launch the WHO's Global TB Drug Facility
- the rest of the money will help finance TB projects in India, Zambia, and the Philippines

Annexes



Contents:

- Summary Paper
- Web Ready Module Paper



Promoting Canada Abroad: **SUMMARY**

Canada. Cool. Connected.

Canada is home to stunning natural attractions, livable cities and vast open spaces. In environmental and social terms, Canadians enjoy an exceptional quality of life. All year long and across the land, special events express Canada's rich history and living heritage. Famed around the world are Quebec City's Winter Carnival, the Calgary Stampede, Toronto's Caribana festival and the RCMP Musical Ride, to name just a few.

Yet this country is much more than what these familiar symbols and attributes might suggest. Canada's people, culture and spirit of innovation set us apart. From First Peoples, through French and English settlement to the most recent arrivals, 21st-century Canada features a diverse, skilled and forward-looking population with one of the highest standards of living in the world. Through the Internet and an elaborate telecommunications network, we are also among the most connected countries today.

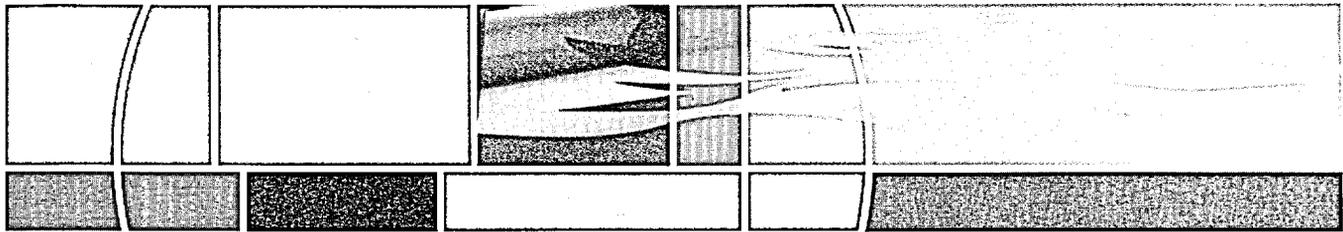
We have a dynamic, trade-driven economy and unrestricted access to the North American market, adding value to our rich manufacturing, resource and service base. Globally we hold a leadership position and competitive edge in key areas of the high technology, communications and transportation sectors.

Canadians live in a comfortably diverse, bilingual and multicultural society where the needs and interests of all are accommodated despite regional, linguistic or ethnic differences. Canada's highly functional, flexible federal structure is constantly evolving; our public sector is lean and cost-effective, adding value while providing a high level of service. High-quality health care and education are universally accessible and publicly funded.

In foreign policy, Canada is an agile multilateral player and active bilateral partner. We are determined to advance our shared economic and political interests: a rules-based system of trade and investment, human security, and the promotion of Canadian values and culture. Canadians are engaged worldwide in the pursuit of prosperity, sustainable development, peace, democracy and a strong civil society.

In its short history Canada has developed into a thoroughly modern, knowledge-based nation with world-class governance, corporations, culture and lifestyle. Committed to excellence, Canadians look to the future with confidence and optimism.





Web Ready Article

CANADA:

The Right Choice

Canada touches on three oceans: the Arctic to the north, the Pacific to the west and the Atlantic to east. To the south is the United States, with which Canada has the longest undefended land border in the world. We also share the world's largest bilateral trading relationship, bringing benefits to both sides.

Driven by technology, everywhere globalization is breaking down divisions and putting a premium on competitiveness, flexibility and choice. Artificial barriers to the movement of goods, peoples and their cultures are under close scrutiny; the momentum is toward removing unneeded restrictions and letting freedom flourish.

Through the North American Free Trade Agreement and the World Trade Organization, Canada has free trade arrangements that enable Canadian businesses to profitably exploit the country's abundant resources of skilled people and natural resources. Meanwhile, Canadian individuals and communities have opportunities for enjoyment and advancement associated with a lifestyle that the UN has rated the best in the world for seven years in a row.

In an increasingly borderless world, Canada's warmly welcoming business climate looks still more attractive because of our country's diverse culture, tolerant society and enormously inviting natural features.

Today's knowledge-based global economy puts employers and employees in a position to choose where to locate. And more and more are making the wisest choice of all: Canada.

Despite the stereotype, there's a lot more to Canada than polar bears, Arctic landscapes and cold winters. Cool Canadians from all over the world are enjoying the vibrant lifestyle of our cosmopolitan cities. Our urban areas have achieved the critical mass needed for strong growth in the knowledge economy, but they retain the traditional Canadian values of safety and tolerance.

These technology clusters offer an array of cultural attractions to the innovative professionals who work there — plus strong research universities and labs provide a launchpad to the initiatives of tomorrow.

For example, Montréal's aerospace industry has 27 percent of the global corporate aircraft market. The city is also one of North America's leading biotech and pharmaceutical centres, with close to 200 companies and the largest specialized biotech research centre in the world. Why? A key factor is that Montréal has four major research universities, with more than 26 000 students in engineering and sciences.

Boasting almost 100 hospitals and research institutions, Toronto is the fourth-largest medical community in North America, with one of the largest life sciences clusters. The University of Toronto's electrical engineering program is ranked fourth on the continent, and its computer engineering program is ranked fifth. Each year, the nearby University of Waterloo graduates one of North America's largest classes of information technology experts. Drawing on this talent pool, the Toronto/Kitchener-Waterloo cluster has developed into a major information and communications technology centre, with more than 2000 companies employing over 100 000 people.

Throughout Canada it's the same story: all the elements are in place for success. That is why Vancouver's cluster of more than 7000 high-tech firms is growing at a phenomenal rate. And Ottawa is not only Canada's capital, it is also the global capital of optical telecommunications and home to more than 1000 advanced technology firms.

Right across the country, communities and companies are working together to advance their aspirations. In Atlantic Canada, the city of Fredericton may have only 50 000 people but it is home to a major university and more than 180 information technology companies. In the West, booming demand for Canada's abundant natural resources is powering a high-tech revolution in Calgary and cities throughout the region.

Canada is far more than its political boundaries or economic relationships. In these times of rapid change and globalization, Canada has a unique combination of attractions: the sheer beauty of our land; an unmatched cosmopolitan lifestyle; a knowledge-based economy with priceless resources and unfettered access to the largest market in the world; a commitment to values such as tolerance, education, health care for all, and sustaining our environment.

That's what we have to offer the world.

That's why the choice should be Canada.

Of course, a few words can never capture the essence of a nation, especially one with such diverse regions, peoples and particularities as Canada. And so over time, this new series of features will focus on key elements in the unfolding story of Canada's evolution as a post-modern, 21st-century nation.

In the meantime, here are a few key links for those just beginning to look on-line for information about Canada:

The Government of Canada (<http://www.canada.gc.ca>) is committed to becoming a world leader in e-government through its Government On-Line initiative. Its site has plentiful information resources tailored to meet the needs of international audiences.

Attractions Canada (<http://www.attractionscanada.ca>) offers a comprehensive guide to Canada's tourism attractions and how to make the most of them.

The Invest in Canada (www.investincanada.gc.ca) site features the information resources that will help the international business community assess just how to take advantage of Canadian opportunities.

LIBRARY E A / BIBLIOTHÈQUE A E



3 5036 01024831 1

DOCS
CA1 EA 2002P61 ENG
Promoting Canada abroad. --
17093217