



Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# The Speakers Reference Book

## Le guide du conférencier





Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Dept. of Foreign Affairs  
Min. des Affaires étrangères

Canada

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# The Speakers Reference Book

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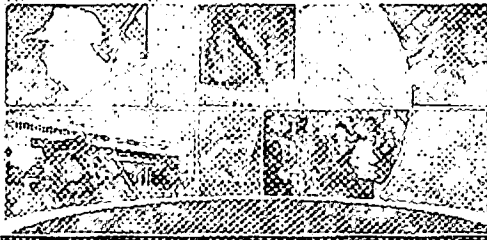
***The Speakers Program needs you!***

*Getting the message out to Canadians is critical.*

*The Speakers Program provides an opportunity to showcase what our country has achieved internationally – accomplishments of which all Canadians should be justifiably proud. It is also our way of explaining to Canadians the relevance of what the Department and its members do in promoting Canadian values abroad and ensuring peace, security and prosperity at home and around the world.*

***Our best spokesperson is you.***





# Table of Contents

## Speakers Reference Book

### Welcome

#### THE DEPARTMENT

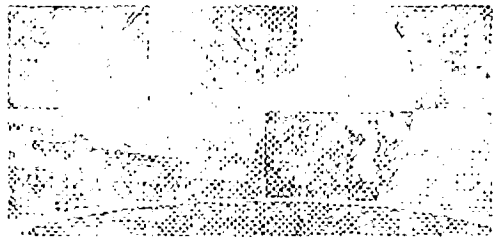
- 1 Key Messages
- 2 Who We Are
- 3 What We Do
  - Our Mandate
  - Our Basic Objectives: The Three Pillars
    - Prosperity and Employment
    - Security within a Stable Global Framework
    - The Promotion of Canadian Values and Culture
  - Our Focus: The Issues We Confront
- 4 Major Initiatives in 2001-2002
  - Department Policy
  - Government Initiatives: Speech from the Throne, 2001
  - Government On-Line
- 5 Serving Canadians Abroad
  - Foreign Relations
  - Trade Services
  - Passport and Consular Services
- 6 Serving Others
  - How Our Ambassadors Serve Canada
- 7 So You Want a Career at the Department?
  - The Role of a Trade Commissioner
  - The Role of a Visa Officer
  - The Role of a Political/Economic Officer
  - The Role of a Management and Consular Affairs Officer
  - How to Apply for Employment as a Foreign Servant
  - The Foreign Service Development Program

# Table of Contents



## **FOREIGN POLICY**

- 1 Key Messages**
- 2 Our Partners in Foreign Policy**
  - Canada and the United Nations
  - Canada and the Arctic Council
  - Canada and La Francophonie
  - Canada and the Commonwealth
  - Canada and NATO
  - Canada and the G8
  - Canada and APEC
  - Canada and the OAS
- 3 Our Key Foreign Policy Initiatives**
  - Canada's Anti-Terrorism Plan
  - Human Security
  - Peacebuilding and Peacekeeping
  - Anti-personnel Mines
  - Human Rights
  - Hemispheric Agenda/Summit of the Americas
  - Circumpolar Affairs
  - Canadian Arts and Culture Industries
  - Environmental Issues
- 4 How Foreign Policy Is Developed**
  - The Role Government Plays
  - How Canadians and NGOs
  - Help to Shape Canada's Foreign Policy
  - Canadian Centre for Foreign Policy Development
- 5 Foreign Policy Success Stories**
  - International Action Against Landmines
  - Consensus on International Criminal Court



# Table of Contents

## **INTERNATIONAL TRADE**

- 1 Key Messages**
- 2 Why Trade Matters**
- 3 Promoting Trade**
- 4 Promoting Investment**
  - Helping Communities
  - How Canada Benefits from Investment
- 5 Our Priorities for Trade and Investment**
- 6 Trade and Investment Statistics**
- 7 About Team Canada**
  - What is Team Canada?
  - Team Canada Success Stories
  - What Participants Say
- 8 Trade Commissioner Service**
- 9 Canada, the WTO and Trade Rules**
- 10 Canada's Major Trade Agreements**
- 11 How Canada's Economy and Trade Prospects Have Changed**

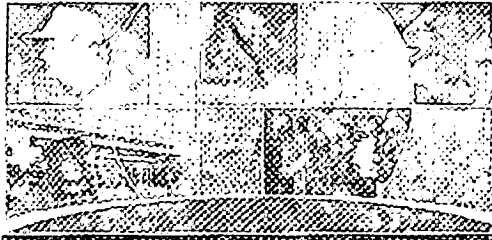
## **PUBLIC DIPLOMACY**

- 1 Key Messages**
- 2 The Purpose of Public Diplomacy**
- 3 The Tools of Public Diplomacy**
- 4 What We Hope to Gain from Public Diplomacy**
- 5 Canada's Public Diplomacy Successes**
- 6 Diplomacy and the Projection of Canadian Values and Culture**
- 7 The Role of Communications in Public Diplomacy**

## **APPENDIX - SPEAKING TIPS**

- Know Your Material**
- Know Your Audience**
- Be Enthusiastic**
- Make a Good First Impression**
- Presentation Skills Checklist**
- Assessment**

Welcome



# Welcome

**T**hank you for taking part in the Speakers Program of the Department of Foreign Affairs and International Trade.

Not long ago, diplomacy was an activity restricted to governments, but that is no longer true. Today, we frequently speak of "public diplomacy" in order to engage a myriad of other players in our diplomatic efforts. On the international front, for example, we need to win support from foreign business and civic leaders for our economic and political strategies. At home, we need to let Canadians know that foreign and trade policy is important to job creation and prosperity.

Public diplomacy is also about building good relationships with communities across the country. Much like a private company reaching out to investors, we are building up goodwill (or "equity") with Canadians — our "shareholders" — by meeting them face to face, by taking the time to share our knowledge and perspective on international affairs and by seeking their input as we set Canada's policies for the international arena.

The Speakers Program is the primary means by which we reach out to Canadians. While it targets audiences of all ages from across the country, it focusses in particular on young Canadians, business communities, regional and ethnic groups, the media and smaller communities. As an operating principle, we try to include media activities, encounters with small businesses, non-governmental organizations and local officials in our programs.

The Speakers Program is a very important vehicle for explaining to Canadians the relevance of what the Department and its members do in promoting Canadian values and ensuring the peace, security and prosperity of our compatriots at home and around the world. It also provides an opportunity to showcase what our country has achieved internationally — accomplishments of which all Canadians should be justifiably proud.

This book is designed to be a reference tool to assist you in your outreach activities. We hope that you find it helpful.

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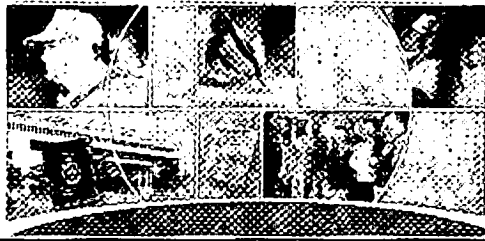
The Department



# The Department

## 1 Key Messages

- What happens beyond our borders has a real impact on our lives here in Canada.
- Rapid globalization means that international issues and crises — political, humanitarian or economic — have major domestic implications.
- The Department of Foreign Affairs and International Trade is responsible for the conduct of all external relations on behalf of the Government of Canada. Even if our work is largely behind the scenes, our nation benefits in myriad ways from it.
- If you have a problem when travelling or living abroad, we can help. If you're in business, we support you by promoting Canadian exports and helping you take advantage of new opportunities abroad. And wherever you live, we are working on your behalf for peace, prosperity and the basic values shared by all Canadians.
- All our activities are focussed on you — improving your living standards, creating jobs and economic growth, promoting national and human security, strengthening national unity, providing assistance to those travelling or living abroad, and expanding international opportunities for Canadian youth, Aboriginal people and women.
- We also promote Canadian culture and studies abroad, as an expression of the values and interests that Canadians share, so that other countries can develop a better understanding of our approach to international issues.



# The Department

## 2 Who We Are

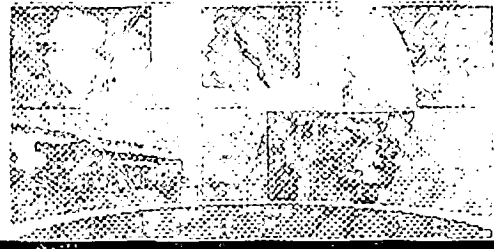
- The Department has three Ministers:
  - the Hon. William (Bill) Graham, Minister of Foreign Affairs;
  - the Hon. Pierre Pettigrew, Minister for International Trade;
  - the Hon. Susan Whelan, Minister for International Co-operation.

and three Secretaries of State:

  - the Hon. David Kilgour, Secretary of State (Asia-Pacific);
  - the Hon. Gar Knutson, Secretary of State (Central and Eastern Europe and the Middle East);
  - the Hon. Denis Paradis, Secretary of State (Latin America and Africa, and la Francophonie).

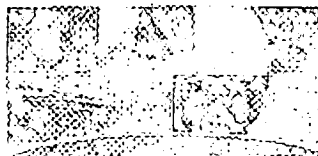
- The Department is headed by two Deputy Ministers, one for Foreign Affairs and the other for International Trade. The Minister of Foreign Affairs has overall responsibility for the management and direction of the Department. There is also an Associate Deputy Minister of Foreign Affairs.
- The Department is organized by geography and by issue. We have geographic bureaus that manage Canada's relationship with specific regions and countries. We also have bureaus that handle specific issues and programs — for example, security and arms control, trade policy, international business development, international organizations, trade law, cultural and academic relations, environmental issue, and so on.
- The Department has its headquarters in Ottawa, but operates throughout Canada through local and regional passport offices and a network of trade commissioners in regional offices.
- Outside Canada, we have some 160 offices where our ambassadors and diplomats work directly with the governments of more than 180 other nations.

# The Department

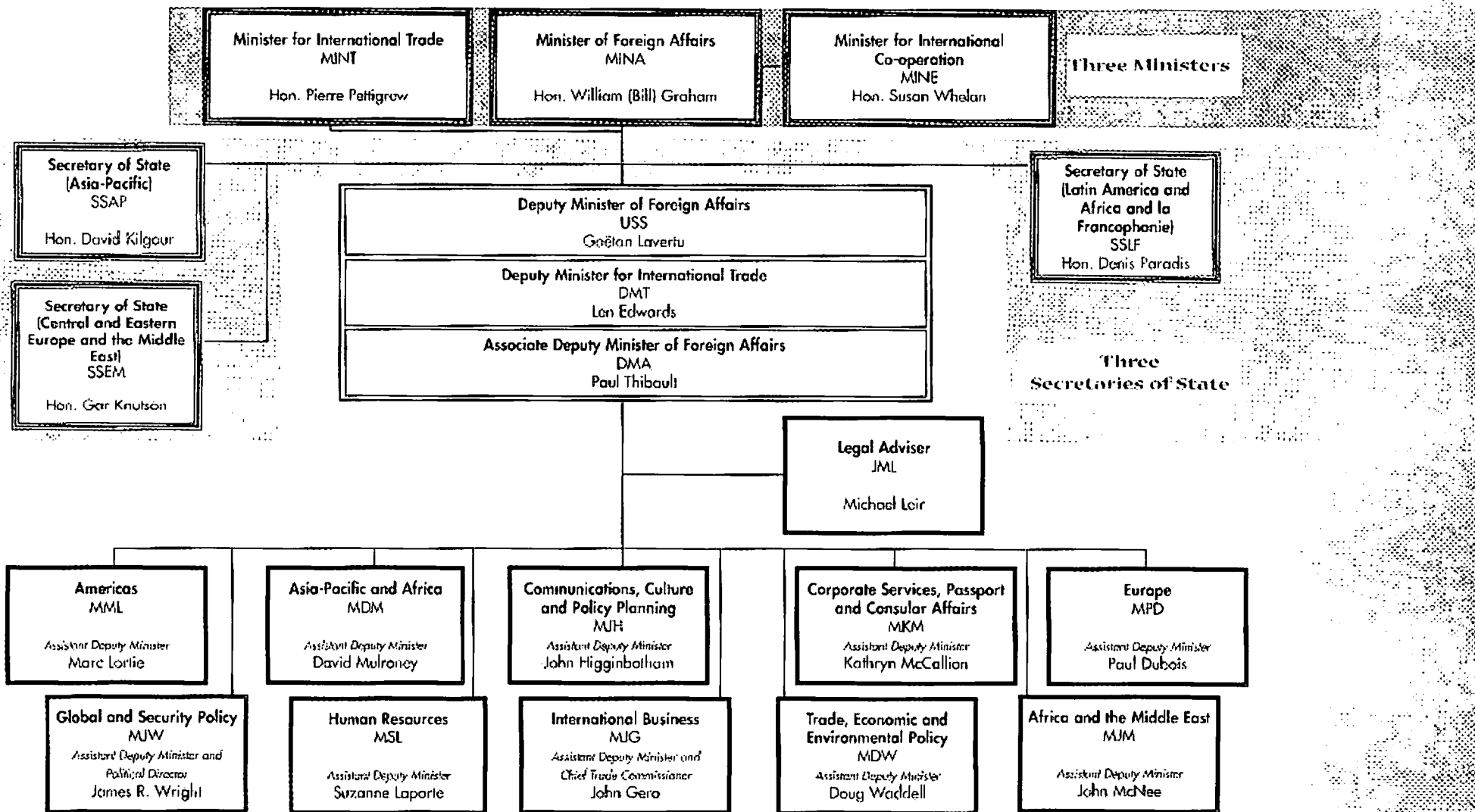


[Organizational Chart (see next page)]

- People usually think of these diplomats when they think of the Department of Foreign Affairs. Certainly, diplomats are the best-known members of our workforce, but many other types of professionals work behind the scenes to help the Department fulfil its mandate.
- We have trade specialists, economists, policy analysts, international affairs experts, historians, educators, communications advisors, computer professionals, secretaries, clerks and many other people with valuable expertise.
- Altogether, our workforce consists of about 8200 people. More than half our employees (4500 people) are locally engaged — i.e. citizens of the countries in which Canada has offices and who work at those offices. The rest of the workforce is made up of Canadian citizens who work either in Canada or at our missions abroad.



# Organization Chart The Department





# The Department

## 3 What We Do

### Our Mandate

- ☐ Our primary role is to manage Canada's official day-to-day relations with the governments and people of other countries. This includes the work we do within the many international organizations that bring nations together to work on common interests.
- ☐ Our legal mandate, as set out in the Department of Foreign Affairs and International Trade Act, is to:
  - conduct all diplomatic and consular relations on behalf of Canada;
  - conduct all official communication between the Government of Canada and the government of any other country, and between the government and any international organization;
  - conduct and manage international negotiations as they relate to Canada;
  - coordinate Canada's economic relations;
  - foster the expansion of Canada's international trade;
  - coordinate the direction given by the government to the heads of Canada's diplomatic and consular missions and to manage these missions;
  - administer the foreign service of Canada;
  - foster the development of international law and its application in Canada's external relations.
- ☐ The Minister of Foreign Affairs is also responsible for the Export and Import Permits Act, which authorizes the government to control and monitor the transborder flow of specified goods, and for the Special Economic Measures Act, which authorizes the government to apply economic sanctions in response to a serious threat to international peace and security.



- In addition, the Department provides administrative support to other government departments with personnel abroad.

## **Our Basic Objectives: The Three Pillars**

- Our foreign policy, including our trade policy, is based on three main objectives — three pillars — that reflect the values and aspirations of Canadians. They are: (1) prosperity and employment; (2) security within a stable global framework; and (3) the promotion of Canadian values and culture.

### **Prosperity and Employment**

- The promotion of prosperity and employment is at the heart of our work.
- International markets present tremendous opportunities for Canadians: we can compete with the best in the world. By exporting, Canada can increase wealth and employment for Canadians.
- To help Canadians compete, we are working to gain access for our goods and services abroad. We are also working to reinforce an open, fair and predictable set of rules governing international trade and investment, and to provide the means to help Canadian firms take advantage of opportunities abroad. We also work hard to attract foreign investment and promote tourism to Canada.
- But we're not just focussed on Canadian prosperity. We are also trying to promote global prosperity, because when other parts of the world prosper, Canadians benefit too. Prosperity around the world helps to anchor international stability and enables progress toward sustainable development. More prosperous people are able to maintain more mature and mutually beneficial economic partnerships with Canada, becoming increasingly open to our values and thus more active partners in building an international system that works for all.



# The Department

## **Security within a Stable Global Framework**

- The promotion of global peace — the key to protecting our security — remains a central element of our foreign policy.
- Stability and security are prerequisites for economic growth and development. However, the threats to security are more complex today than in the past. A whole range of issues that transcend borders — including mass migration, military threats, crime, disease, environmental degradation, overpopulation and underdevelopment — have implications for peace and security at the regional or global level.
- Our own security, including our economic security, depends increasingly on the security of others. Globalization, technological development and the scale of human activity reinforce our fundamental interdependence with the rest of the world.
- We contribute to our own and to global security through alliances with other countries in organizations such as NATO and the United Nations. We also contribute to global peacekeeping and promote issues such as human security.

## **Promotion of Canadian Values and Culture**

- What values do we wish to project to the rest of the world? They include the following:
  - universal respect for human rights;
  - the development of participatory, democratic government and stable institutions;
  - the rule of law;
  - sustainable development;
  - careful management of the environment;
  - fair trade.
- By promoting these values successfully, we will make an important contribution to international security in the face of new threats to stability. Greater stability abroad helps to safeguard the quality of life at home.

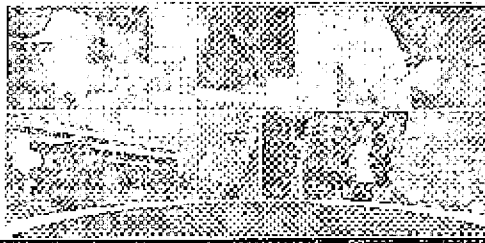




- Why are we interested in projecting Canadian cultural diversity around the world? Because culture is the heart of a nation. As countries become more economically integrated, they need strong domestic cultures and cultural expression to maintain their sovereignty and sense of identity.
- Canadian artists convey a sense of our values and interests through writing, music, dance, theatre and the visual arts. Their work adds depth and mutual appreciation to our international relations.
- The vitality of our culture is essential to our economic success. In the new knowledge-based world economy, the skills of people — their education, ingenuity and social adaptability — will become key elements of international advantage. Our educational system, cultural diversity and continued dynamic growth in exports of cultural products and services will contribute significantly to our international achievements.

## **Our Focus: The Issues We Confront**

- The Department handles a vast number of issues in the area of foreign affairs. Here are just a few:
  - the impact of landmines on local economies and the local environment;
  - global environmental problems such as climate change;
  - measures to control the international movement of illicit drugs;
  - humanitarian assistance for countries in need;
  - support for the development of democracy and democratic institutions;
  - economic sanctions against countries that violate agreements or commit war crimes;
  - the promotion of peace in war-torn countries;
  - the promotion of economic, scientific or cultural ties between Canada and other countries;
  - action against human rights abuses;

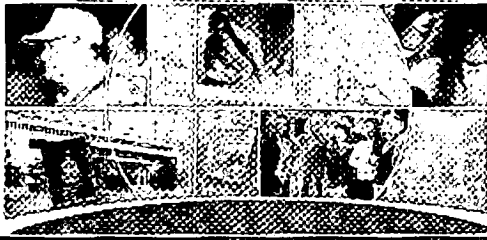


# The Department

- collaboration with other countries to develop international law;
  - support for war-affected children;
  - the promotion of Canadian culture, values, research and ideas.
- We don't work alone, however. For example, in our efforts to stop the international movement of illicit drugs, we work alongside Health Canada, the RCMP and the Canada Customs and Revenue Agency. When it comes to immigration or refugee issues, we work with Citizenship and Immigration Canada and other federal agencies.
- On the trade side, the Department deals with many issues that affect Canadian prosperity.

For example:

- Canada's international trade policy;
  - Canada's international competitiveness in trade;
  - Canada's participation in international trade organizations;
  - the establishment of fair international trade rules;
  - regional and bilateral agreements on trade;
  - the social dimensions of trade;
  - the settlement of trade disputes;
  - tariff liberalization and free trade;
  - technical barriers to trade;
  - the international harmonization of standards in products and services;
  - business development in various parts of the world;
  - trade and economic analysis;
  - export and import controls.
- Again, we work closely with other federal departments and agencies that also have an economic or industry-related mandate.



# The Department

## 4 Major Initiatives in 2001-2002

### Department Policy

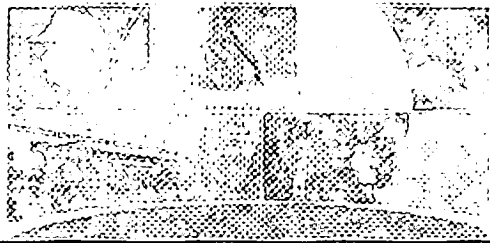
- We will continue to work to enhance the quality of life of all Canadians through efforts to improve national and global governance, build an innovative economy for the 21st century, and promote an inclusive society with widely shared benefits.
- We will work to protect Canadians from global and transborder threats to their safety, thereby promoting improved governance and stability at home and abroad.
- We will help to bring prosperity to Canadians by ensuring market access and services for Canadian exporters, importers and investors, enabling them to pursue global market opportunities while furthering the cause of global sustainable development.
- To protect the security of Canada and Canadians, we will continue our efforts to maintain a stable global framework.
- We will continue efforts to combat human rights violations, small arms proliferation, environmental degradation and transnational crime, such as illegal drug trafficking, terrorism and migrant smuggling, through international cooperation; and we will encourage activities aimed at protecting children from exploitation and ending the role of diamonds in financing conflict.
- To promote continued economic growth, sustainable development and appreciation of Canadian values, we will focus on improving market access for Canadian exporters, importers and investors.
- We will continue to improve the operations of the World Trade Organization.
- In the context of a more integrated global economy, we will continue to negotiate a free-trade agreement with Costa Rica and explore free trade initiatives with other Central American countries and with Singapore.



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

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

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

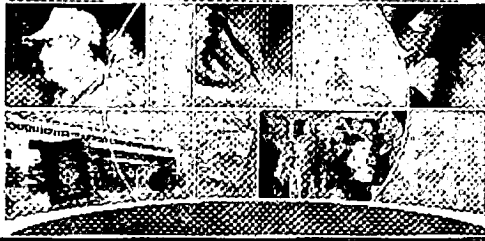


# The Department

- As host of the Summit of the Americas and as chair of the G8 in 2002, Canada is in a position to expand opportunities for more countries to participate in the benefits of globalization, while pressing for peace and security in the world.

## Government On-Line

- In the Speech from the Throne, the government said it would continue to work toward putting its services on-line by 2004 to better connect with citizens. One of our main priorities is to meet the challenge of the government's on-line initiative.
- Government On-Line (GOL) is the Government of Canada's initiative to use new Internet technology for the benefit of all Canadians. Government information will be easier to access and government services easier to use, not only through the Internet but also through all other delivery channels too.
- Secure "end-to-end" electronic transactions over the Internet will eventually make it possible for Canadians residing in Canada to have their benefit claims, tax returns, registrations and applications processed instantaneously.
- We will be offering several of our key services on-line. Passport administration, the export-import control system, consular services, investment services, public engagement, and our "roadmap to export" services are the main services that will be accessible electronically.
- We are committed to begin delivering many of our services electronically by the year 2002.
- With GOL, Canadians and foreigners will see improvements in their access to government, the content and quality of government information, the speed with which they are served, and the choice of services available to them.



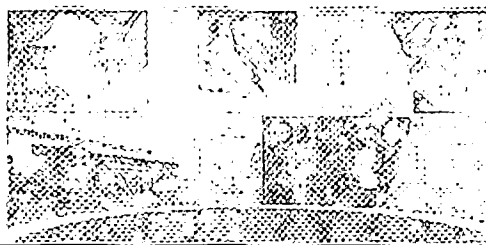
## 5 Serving Canadians Abroad

### Foreign Relations

- The Department conducts international, regional and bilateral policy negotiations dealing with a wide range of security issues on behalf of Canadians. These discussions may deal with military, trade or personal security matters, such as anti-personnel mines or the release of hostages; they may relate to a proposal to share expertise in some area of mutual benefit or to the development of international law; or they may be aimed at controlling transnational criminal activities or improving the quality of the environment.
- We look after other aspects of our national security, including the control of dangerous goods such as firearms or chemicals across our borders. International drug seizure programs are another example of the work we co-ordinate with other federal departments and agencies. Work like this helps to ensure what we Canadians take for granted: our personal security.

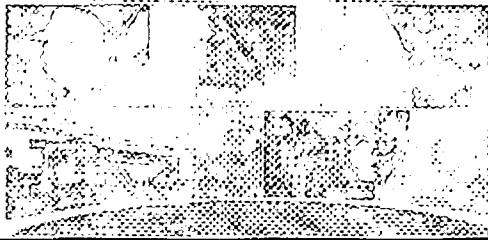
### Trade Services

- On the trade side, we help Canadians do business in foreign markets. We help sell Canadian goods and services to the world. We negotiate trade and investment agreements that will benefit Canada. We resolve international disputes where Canadian stakeholders are involved. We encourage other countries to invest in Canada. We participate with other countries in measures to promote a stable global economy.
- We co-ordinate Canada's economic relations and foster the expansion of Canada's international trade. Team Canada — our national trade mission — is a highly successful example of our work abroad. Many Canadian companies are now exporting goods and services thanks to agreements negotiated by Team Canada. That adds up to greater prosperity for Canadians as well as access to Canadian goods for other countries.



## Passport and Consular Services

- ❑ The demand for Canadian passports continues to grow rapidly, as both the population and people's desire to travel increase. The security and integrity of the passport document and process are vital to everything the Passport Office does. The Passport Office conducts some 2.9 million client transactions annually.
- ❑ Every year, the Department provides consular services to more than two million Canadians around the world. Service is provided 24 hours a day, seven days a week to meet a broad range of needs such as the emergency evacuation of Canadians in danger from natural or human-made disasters or international political crises, assistance during child abduction and custody dispute cases or assistance for those kidnapped, arrested or detained in foreign prisons.
- ❑ The Government of Canada maintains over 250 offices abroad in more than 180 countries. These include embassies, consulates general, consulates and other offices, including those that fall under the responsibility of other departments. Think of these as "service points" for Canadian citizens around the world.
- ❑ While the majority of Canadians travelling abroad enjoy trouble-free trips, accidents, illnesses, legal problems and linguistic or cultural difficulties sometimes occur. If a substantial problem arises, we are there to help.
- ❑ Canadian offices abroad offer 24-hour assistance. During non-office hours, a telephone call will automatically be transferred to an officer in Ottawa or the caller may be asked to leave a message. In either case, there will be a prompt response.
- ❑ These offices are a valuable source of information regarding local laws, regulations, cultural customs and visas. They also provide a wide range of services.
- ❑ Staff are available to contact relatives or friends and provide assistance in case of emergencies such as natural disasters



# The Department

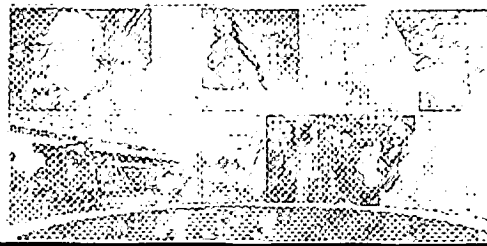
as well as civil and military uprisings. They can also facilitate matters in cases of missing persons, child abduction/custody disputes, kidnapping, arrest and detention as well as lost or stolen passports.

- In some countries, our offices provide a registration service for travellers staying longer than three months to help maintain contact in case of an emergency or crisis.
- Many offices abroad, where required, also develop and maintain an up-to-date contingency plan to evacuate Canadians in times of war or civil disobedience, or when natural disasters occur. For example, in Sierra Leone, we evacuated Canadians four times in four years (between 1997 and 2001).
- We publish Country Travel Reports, which provide up-to-date information on safety and security conditions, health issues and entry or visa requirements for over 220 destinations. If the situation is too dangerous in a given location, we recommend that Canadians leave the country or refrain from travelling there. These reports can be accessed from the travel section of the Department's Web site (<http://www.dfait-maeci.gc.ca>). They can also be obtained by phoning 1-800-267-6788 (in Canada) or 1-613-944-6788, or by faxing 1-800-575-2500 (in Canada) or 1-613-944-2500. This information is available 24 hours a day.
- We have come to the aid of many Canadians in distressing situations in other countries. Here are just a few examples of the kind of help our offices abroad provide.

## **Case 1: Medical Repatriation**

*At a party in Kathmandu, Nepal, a young Canadian named Paul fell off the roof of a three-storey house. He suffered a spinal injury and a fractured arm, right foot and pelvis. He required surgery to place a metal rod in his back. Doctors recommended that this be done in a country where there would be better facilities. He had to be medically evacuated.*





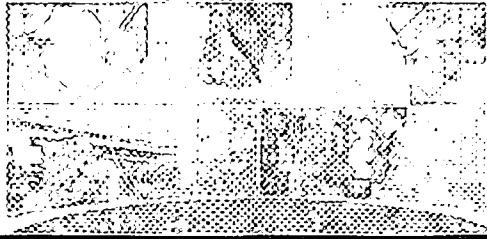
After an embassy official was notified, a team in Ottawa and abroad began co-ordinating the evacuation. First, the embassy official visited Paul in the hospital. Then she called various airlines to reserve seats and confirm flights. There were three flights to arrange: from Kathmandu to Singapore, from Singapore to New York, and from New York to Toronto. The request was for four seats: three seats for the injured man, who had to lie down, and one seat for his escort. There also had to be arrangements for an ambulance to meet the man for each airport transfer from one plane to the next, and then in Toronto, for the final transfer to the hospital. An embassy official met Paul at each airport to ensure that the transfers went as smoothly as possible.

Meanwhile, at Paul's request, an official in Ottawa contacted Paul's family in Toronto to inform them about the accident. The official remained in contact with the family until Paul was safe in the hospital in Toronto.

Paul had no medical insurance and, as a result, he and his family incurred over US\$11 000 in expenses. It is very important for travellers to buy the maximum medical insurance they can afford. The Department does not pick up expenses, but will assist in the transfer of funds when necessary. Without the consular assistance of the Department, Paul could have lost his future livelihood.

## **Case 2: Stolen Documents**

When a Canadian returned to his hotel room in Mexico, he found the room had been turned upside down. Everything was gone, from clothing to money and all personal documents, including his passport and credit cards. Consular officials helped to replace the lost documents and to transfer funds from Canada so that he could pay for his hotel room, buy food and clothes, cancel credit cards and contact family in Canada.



# The Department

## **Case 3: Canadians Imprisoned Abroad**

*There are over 2200 Canadians imprisoned abroad. Jeff and Leah are two of them.*

*They thought they would have a little fun. They bought drugs and got caught. Now they are in prison and will remain there for a long time. When they were arrested, they called the Canadian embassy for help. However, in such cases we can only ensure that they are not treated differently from other people imprisoned in that country. Our staff member visited the prisoners regularly and supplied a list of reputable lawyers. With permission from the prisoners, she contacted their families in Canada. She explained the legal process in the country where the two were being held and pointed out that in that country, prisoners must pay for food and medication. When the families could not pay, the Department provided the necessary funds. Jeff and Leah are still in prison. If a transfer to a Canadian prison is possible, we will provide the necessary documents and application forms.*



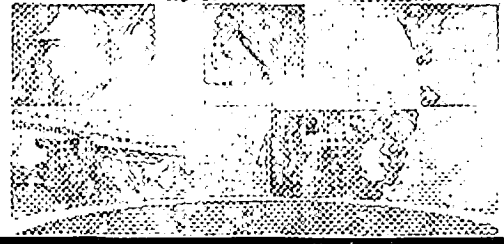
# The Department

## 6 Serving Others

- Canada's embassies, high commissions and consulates serve the needs of other communities as well. For example, they:
  - promote Canada's values and image abroad;
  - help Canadian artists gain international exposure;
  - enable the Government of Canada to deal directly with foreign governments on a wide variety of issues;
  - serve as an international base for other government departments such as the Department of National Defence, Citizenship and Immigration Canada, and the Canadian International Development Agency.
  
- For non-Canadian or international clients, our offices abroad also offer:
  - practical assistance regarding investment and trade opportunities in Canada;
  - immigration advisory services to help people decide whether to emigrate to Canada and how to begin life in Canada;
  - tourism services that help people plan their trip to Canada.

### How Our Ambassadors Serve Canada

- Ambassadors are the most senior representatives of the Government of Canada in a foreign country. They engage in a wide variety of activities to promote Canadian interests and values abroad.
  
- In some cases, Ambassadors are responsible for more than one country. Often their mandate will depend on the place and specific circumstances of their posting.

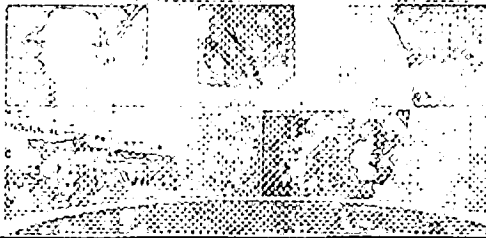


- In general, Ambassadors meet with business people, non-governmental and academic groups, the media and government representatives to help raise awareness about Canada.
- For example, an Ambassador in an Asian country may outline Canada's foreign and trade policy to local audiences to raise awareness of business development opportunities for Canadian companies in that country, to promote advantageous links between Canada and the country, and to relate information about the current economic situation. She may also share her analysis with the business community and discuss how best to protect and promote Canadian interests in the region.
- Ambassadors also inform local business people and government representatives about opportunities for trade with Canada.
- We also appoint Ambassadors to international organizations, such as the United Nations and the World Trade Organization. There are also Ambassadors for Circumpolar Affairs and for Mine Action.
- Sometimes Ambassadors are called upon to do unusual things. Here are a few cases of Canadian Ambassadors who went above and beyond the call of duty:

### ***Hostage Go-Between***

*On December 17, 1996, members of the Tupac Amaru Revolutionary Movement in Lima, Peru, stormed the residence of the Japanese ambassador and seized some 500 guests. One of the hostages was Canada's Ambassador to Peru, Anthony Vincent.*

*Released shortly afterwards, Mr. Vincent became part of a multinational team negotiating the release and well-being of the remaining captives. Because of his fluent Spanish, he was well placed to act as a go-between, carrying messages between the revolutionaries and the Peruvian government as well as ferrying necessities to the hostages.*



# The Department

*Wavering between hope, terror and numbing boredom, the hostages spent a total of four months in captivity before Peruvian forces stormed the residence on April 22, rescuing 71 of the 72 hostages and killing all 14 rebel captors.*

## **Escape from Iran**

*This was perhaps the most famous of all diplomatic capers. On January 28, 1980, under the guidance of Canadian Ambassador to Iran Ken Taylor, six Americans escaped the country. They had been hiding in the Canadian embassy since Iranian revolutionaries had seized the U.S. embassy three months before, taking 66 hostages.*

## **Blood Diamonds**

*Diamonds can be clear, beautiful — and deadly. These days, people are using the proceeds from precious stones to kill one another. The fight against so-called "conflict" or "blood" diamonds began with a UN resolution in June 1998. The hope was to stanch the flow of diamonds fuelling conflicts in Angola, Congo, Sierra Leone and Liberia.*

*Determined to find out why trade sanctions against Angolan rebels had not stopped the flow of arms to the guerrillas, Canada's Ambassador to the United Nations, Robert Fowler, took matters into his own hands. He put together a panel of experts, which presented a hard-hitting report to the UN Security Council in March 2000 on the links between diamonds and the bloody Angolan civil war and violations of the embargo. The Fowler Report, as it became known, cited breaches of sanctions against the purchase of diamonds from UNITA, the rebel movement in Angola, together with violations of the weapons embargo and the oil boycott directed against UNITA. The initiative helped galvanize opinion against blood diamonds.*



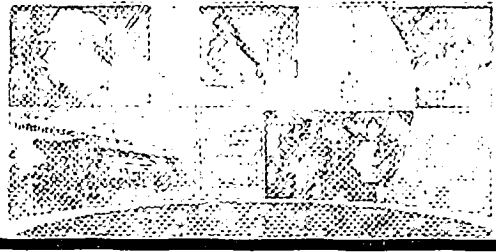
# The Department

## 7 So You Want a Career at the Department?

- Staff fall into three categories: rotational (foreign service employees), non-rotational (those who stay at headquarters), and locally engaged staff (employees hired directly by our offices abroad).
- If you choose a career in the foreign service, you will become part of a team that vigorously promotes Canada's international interests. You will often work in partnership with other parts of the federal government, provincial governments, municipalities, the private sector, cultural and educational institutions and non-governmental organizations.
- To be in the foreign service is to be a team member, working on Canada's behalf to real and measurable benefit within Canadian society in one of the world's most technologically advanced foreign services.
- In the foreign service, you could work in a variety of roles: as a Trade Commissioner, a Visa Officer, a Political/Economic Officer, or a Management and Consular Affairs Officer. All of these positions are equally open to men and women who meet the eligibility criteria.

### The Role of a Trade Commissioner

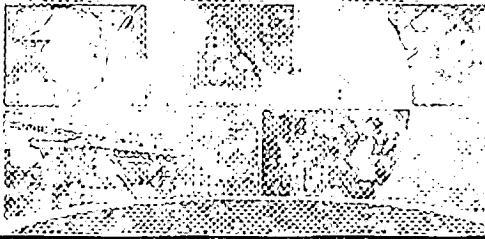
- Canada is a trading nation. As a Trade Commissioner, you help Canadian companies develop their foreign business, facilitating market access for Canadian products and services, attracting investment to Canada and marketing Canada's vast capabilities around the world.
- The Canadian business community is the priority client of the Trade Commissioner Service. The main objective of the Service is to help the Canadian business community enter and succeed in foreign markets. We are the contact point for our clients in a foreign market, and our success is a measure of our clients' success.



- Whether a Trade Commissioner is helping a small company evaluate its potential in a specific market or identifying suitable foreign partners for a large firm, the primary focus is to achieve results for Canadian business clients.
- Trade Commissioners posted abroad are responsible for developing business networks for the Canadian business community. They do this by following developments in the economic sectors to which they are assigned and by identifying business opportunities for Canada's private sector.
- To be a Trade Commissioner abroad, you must be service-oriented, willing to be on the road to gather market knowledge and to establish and maintain contact with foreign business people. A Trade Commissioner must adapt to a changing social, cultural, economic and technological environment.

## **The Role of a Visa Officer**

- As a Visa Officer, you are the human face of a complex immigration policy with a worldwide clientele.
- Overseas, Visa Officers enjoy opportunities to meet people from all over the world with various backgrounds and different needs. One day you may find yourself assisting a refugee toward a more secure life in Canada; the next day you may be working with local airport authorities to prevent an individual with a shady past and false identity documents from boarding an airplane bound for Canada.
- As part of your regular work, you will liaise with local government officials and representatives of other countries on any number of topics related to immigration. You may be asked to arrange emergency evacuation programs for groups of people or to brief visiting VIPs from Canada on immigration issues relevant to the country where you are assigned.
- Back at headquarters in Ottawa, you may find yourself dealing with requests for assistance from your colleagues all over the world. You may be monitoring aspects of



# The Department

Citizenship and Immigration Canada's program overseas such as immigration targets and changes in refugee flows. You may be asked to analyse or develop strategies for dealing with financial and administrative issues.

- You may be involved in negotiating bilateral agreements on issues such as border controls or illegal migration.

## **The Role of a Political/Economic Officer**

- Canadians put their faith in the values of good governance and human security, which are key to a better global condition and more prosperity in the world. As a Political/Economic Officer, you are at the heart of the world's multilateral system and of efforts to promote Canada's interests bilaterally and multilaterally.
- The Political/Economic (P/E) stream offers some of the most varied and interesting work opportunities available in the Canadian foreign service.
- Whether at headquarters or abroad at our embassies, high commissions or consulates, P/E Officers are at the forefront in shaping Canada's international policies. International human rights, environmental concerns, disarmament, the Middle East peace process and World Trade Organization disputes are the types of far-ranging issues that challenge a P/E Officer.
- At our embassies across the world, P/E Officers are responsible for promoting our bilateral and multilateral agenda with other countries or with international organizations such as the United Nations. The unique aspect of a P/E Officer's job abroad is that there is no typical job: at one post, P/E Officers may spend considerable time promoting Canada's peacebuilding and democratic development initiatives; at another, the emphasis may be on negotiating a cooperation agreement that will enhance the cultural links between countries.





- The diversity of the work places a premium on flexibility, adaptability and sound judgment. If you think you possess these skills, you may have what it takes for a career in the foreign service as a P/E Officer.

### **The Role of a Management and Consular Affairs Officer**

- As a Management and Consular Affairs Officer, you have a special impact on the corporate management of a dynamic and ever-changing organization. The Consular program provides Canadians overseas with wide-ranging assistance.
- Management/Consular Officers (MCOs) at Canadian diplomatic missions overseas manage several functions:
  - assistance to Canadians abroad;
  - passport services;
  - corporate services such as finance, personnel, security, informatics, communication, property and materiel services;
  - services to other government departments.
- The Consular Officer helps Canadians abroad in cases such as incarceration, theft, death, medical evacuation, natural disaster, loss of passport, child abduction, civil unrest, a plane crash, etc.
- Overseas, MCOs serve as central agencies for all Government of Canada operations in that territory, handling the management of both people and government property.



# The Department

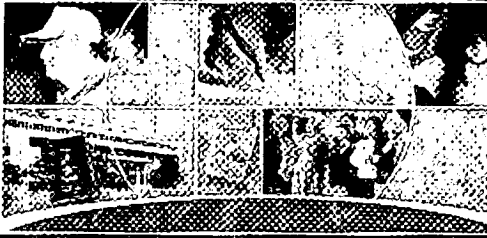
## **How to Apply for Employment as a Foreign Service Officer**

- You must apply through the Public Service Commission, either by regular mail or electronically, from early September to early October.
- If you fulfil certain basic requirements (including proficiency in specified languages), you must then take the foreign service exam. It assesses cognitive ability (reasoning skills), ability to communicate in writing, and foreign service knowledge. This exam is held in October at various locations.
- We set criteria for each year's recruitment campaign. Because we need to balance our workforce with the right variety of academic and working backgrounds, each year the criteria will differ. Recruitment is an opportunity to adjust our skills base and redress shortages, whether these relate to foreign language skills or educational criteria.
- Graduation from a recognized university is an essential requirement.

## **The Foreign Service Development Program**

- Our most recent foreign service recruits came in under the new Foreign Service Development Program (FSDP).
- The FSDP is a five-year program designed to train participants for their role as Foreign Service Officers. The program focusses on foreign service skills and covers themes such as Canadian foreign policy, international business development, the policy/service continuum, Canadian federalism, service to the public, values and ethics, partnerships and negotiation. Participants are given varied assignments throughout the program to ensure that they put their skills to use in a professional setting before they are posted outside Canada.





## 1 Key Messages

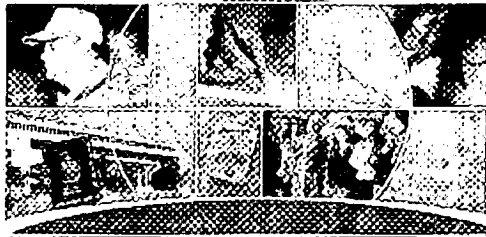
- You may not give much thought to foreign affairs. But what happens beyond our borders — and how we manage it — has a real impact on our lives here in Canada.
- International issues and crises — political, humanitarian or economic — have major domestic implications, and rapid globalization draws us into contact with countries, institutions and people around the world.
- Our foreign policy is based on three main objectives — three "pillars" — that reflect the values and aspirations of Canadians: (1) prosperity and employment; (2) security within a stable global framework; and (3) the promotion of Canadian values and culture.

[Note: See the detailed presentation of the "pillars" in *The Department* section]

- Foreign policy has a growing and direct impact on jobs and economic growth, personal safety, sustainable development, cultural affirmation and social cohesion, as well as national unity.
- Our foreign policy helps the domestic economy by setting an appropriate framework for increasing Canadian exports and investment, winning contracts for our industries, promoting travel and tourism to Canada, showcasing our arts and culture abroad, and attracting top international students.
- Canada is an active player on the world scene, defending its own interests and promoting decisions that will increase the well-being of all nations and harmony among them.
- We work closely with all the major international organizations to ensure that Canadian and global interests are well served.



- Canadians are proud of the role they play internationally. They understand the value of international cooperation based on open economies and societies in an interdependent world.
  
- Canadians also understand that it is in their best interest to develop a more open relationship with foreign countries. It is important that our society stand as a model for pluralism; universal respect for human rights; the development of participatory, democratic government and stable institutions; the rule of law; sustainable development; careful management of the environment; and the promotion of fair trade around the world. Our foreign policy helps us fulfil that important role.



## 2. Our Partners in Foreign Policy

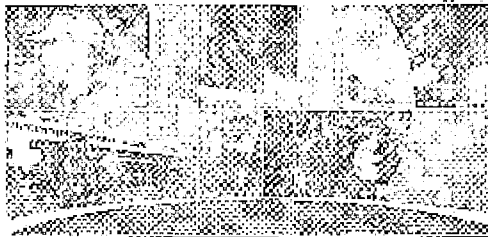
- ❑ In the 17<sup>th</sup> century, John Donne wrote that no man is an island. Likewise, in today's world, there are few things that a single state can accomplish on its own.
- ❑ More than ever, we need to use the multilateral institutions that are available to us. But we also need to work with like-minded countries inside and outside those institutions to pool resources and extend our influence. We must also cooperate with non-governmental organizations (NGOs), the private sector and other non-state actors.
- ❑ Canada has cultivated strong relations with many other nations and international bodies to resolve issues that affect many countries, including Canada itself.
- ❑ Canada is a member of the United Nations and many of its specialized agencies, the Arctic Council, La Francophonie, the Commonwealth, the North Atlantic Treaty Organization (NATO), the G8, the Asia-Pacific Economic Cooperation Forum (APEC), the Organization of American States (OAS) and other multilateral organizations.
- ❑ By working with these international organizations, Canada is ensuring that its values, interests and capabilities are recognized throughout the world.

### Canada and the United Nations

- ❑ In 1945, Canada was one of 50 countries that gathered in San Francisco to create a new global organization with high aims: to work for peace and security, to foster international cooperation in solving economic, social and humanitarian problems, and to promote culture and respect for human rights.
- ❑ Over half a century later, the United Nations is still central to Canadian foreign policy.
- ❑ It is an invaluable forum through which we and others can resolve differences and work toward shared objectives on hundreds of issues of international significance.



- As the cornerstone of a rules-based international system, the UN is a vital forum through which we have sought to influence world affairs, to defend our security and sovereignty within a stable global framework, to promote our trade and economic interests, and to protect and project Canadian values such as fairness, equal opportunity and respect for human rights.
- Canadians have taken major roles within the UN, and many of the organization's great accomplishments have had a Canadian dimension. For example, John Peters Humphrey was the principal author of the Universal Declaration of Human Rights, proclaimed in December 1948; Lester B. Pearson developed the concept of peacekeeping during the 1956 Suez Crisis; and Maurice Strong chaired both the 1972 United Nations Conference on the Human Environment, in Stockholm, and the 1992 United Nations Conference on Environment and Development, in Rio de Janeiro, serving as well as founding Executive Director of the United Nations Environment Program.
- Canada has been elected to the powerful UN Security Council on six different occasions, serving terms in 1948-49, 1958-59, 1967-68, 1977-78, 1989-90 and 1999-2000.
- During our latest tenure on the Security Council, our priorities revolved around issues of human security, such as the protection of civilians in armed conflict, war-affected children, conflict prevention, peacebuilding, mass refugee flows, illicit small-arms trafficking, gross abuses of human rights, and failures of governance and the rule of law.
- Canada is a member of many of the UN specialized agencies, including the International Civil Aviation Organization, the Food and Agriculture Organization, the World Health Organization and the UN High Commissioner for Refugees. Canada is also active in the work of the International Monetary Fund, the UN Development Program, the World Food Program, the UN Environment Program and other bodies.



## Canada and the Arctic Council

- ❑ Canada played a significant role in establishing the Arctic Council and served as its chair from 1996 to 1998. The Council's other members are Denmark (including Greenland and the Faeroe Islands), Finland (chair from 2000 to 2002), Iceland, Norway, the Russian Federation, Sweden and the United States.
- ❑ International Indigenous people's organizations are "participants" in the Arctic Council, including the Inuit Circumpolar Conference, the Arctic Athabaskan Council, the Gwich'in Council International, the Saami Council, the Russian Association of Indigenous Peoples of the North and the Aleut International Association. The first three of these have significant Canadian membership.
- ❑ There are five working groups whose mandates are: sustainable development; Arctic monitoring and assessment; the conservation of Arctic flora and fauna; emergency prevention, preparedness and response; and the protection of the Arctic marine environment.
- ❑ The key circumpolar issues are environmental protection, climate change, contaminants, sustainable development, resource management, Arctic research and science, and trade development.
- ❑ Canada is committed to northern issues and circumpolar relations, and to the pursuit of domestic and foreign policies that will enhance sustainable opportunities for Aboriginal peoples and other northerners.
- ❑ Canada's current main priorities for the Arctic are:
  - promoting a more strategic approach to sustainable development;
  - improving the future for the children and youth of the Arctic;
  - inserting an Arctic dimension into the Rio+10 process;
  - building capacity;
  - sustaining support for the Indigenous permanent participants in the work of the Arctic Council.





### **Canada and La Francophonie**

- Canada is one of 55 member states and participating governments of the "Organisation internationale de la francophonie" (OIF).
- The OIF works for peace in French-speaking countries in collaboration with the UN and regional organizations; it also works to strengthen the rule of law and democracy, and to promote and protect human rights in those countries.
- The organization holds summits for heads of state every two years to lay down policy guidelines for the French-speaking world.
- It runs programs such as the Francophone Information Highway Fund and the African Performing Arts Market, cultural activity and reading centres, and a program to promote the use of French in international organizations.
- The second summit of La Francophonie took place in Quebec City in 1987, while the eighth summit was held in Moncton in 1999. Hull hosted the IV Francophone Games in July 2001.

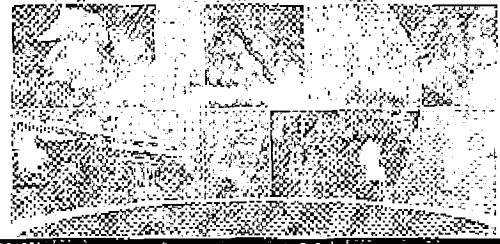
### **Canada and the Commonwealth**

- The Commonwealth is a voluntary association of 54 diverse, independent states, consulting through a largely informal network of governmental and non-governmental links.
- Today, even though half the members are small states with populations of under one million people, member states together represent nearly one quarter of the world's population and one third of the membership of the United Nations.
- A founding member of the Commonwealth in 1931, Canada remains one of its strongest supporters and promoters. We are the second-largest financial contributor to Commonwealth Secretariat programs, after the United Kingdom. Canadian experts have also participated in the preparation



of virtually all major Commonwealth special studies that have formed the basis of later political and economic actions.

- The Commonwealth promotes shared values such as equality, human rights, democracy and the rule of law.
- In 1995, Commonwealth heads of government agreed to the Millbrook Action Program, which established the Commonwealth Ministerial Action Group (CMAG), composed of eight foreign ministers charged with investigating serious or persistent violations of the principles contained in the Harare Declaration, which is a restatement of basic rights and freedoms applied within the context of the Commonwealth. The Group has since co-ordinated the Commonwealth response to situations in Nigeria, Sierra Leone, Pakistan and Fiji, among others. Canada has been a member of CMAG since the Group's formation in 1995.
- Over the years, the Commonwealth has developed areas of expertise that contribute directly to the capabilities of member states to face specific or common challenges.
- Member states benefit from the support of a large network of private, voluntary and professional organizations, including universities, parliamentarians, legal, medical and other professions, and media and sports organizations.
- Cutting across regional and interest blocs, the Commonwealth is a model of multilateralism. Membership enriches and deepens Canada's bilateral relations with the other member states in all regions of the world and reinforces its foreign policy goals both within the Commonwealth and in other forums. Membership in the Commonwealth helps Canada play a constructive role in North-South issues.
- The work of the Commonwealth complements that of the United Nations and other multilateral organizations. Canada believes that the Commonwealth can help to strengthen other multilateral institutions, using its cooperative and consensus-building capacities to deal with major issues and



to contribute to the negotiation and implementation of multilateral agreements.

- Canada is also a strong supporter of the Commonwealth of Learning (COL), established in 1987 to promote cooperation on distance education between member countries. Located in Vancouver, the COL is the only official Commonwealth organization with headquarters outside London.

### **Canada and NATO**

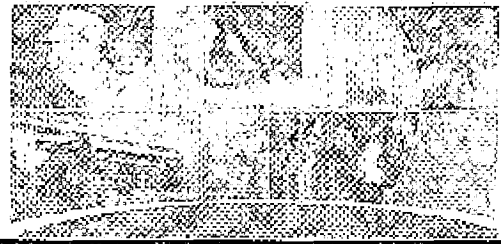
- Canada has been a member of the North Atlantic Treaty Organization since it was founded in 1949.
- In the 40 years of the Cold War, the NATO alliance formed the basis of the common defence of the democratic countries of western Europe and North America.
- With the end of the Cold War, the role of the alliance changed significantly. While NATO remains both a military and a political alliance, its political role is now more prominent, its definition of what constitutes "security" is broader, and it is promoting political dialogue and cooperation with the countries of eastern Europe and the former Soviet Union.
- NATO is the only organization in the world with an integrated political and military approach to security problems, and thus is a unique forum for dialogue on international security matters. Military strategy is subject to political guidance at all levels of decision making in a forum where all concerned members are represented. This ensures a balanced approach to collective security.
- NATO's willingness to participate in peacekeeping missions marks a new military role for the alliance. It was only in December 1992 that the alliance stated its readiness to participate in UN peacekeeping operations. Between 1992 and 1995, NATO's peacekeeping activities were largely related to supporting the UN peacekeeping operation in the former Yugoslavia.



- ❑ NATO and its members have long been active in promoting meaningful arms control and disarmament measures that increase security and enhance stability. Most notably, NATO members played a decisive role in bringing about the Conventional Armed Forces in Europe (CFE) Treaty of 1991; this agreement forms the basis for conventional military stability in Europe today.
- ❑ The dividends from Canada's investment in NATO include the collective defence guarantee, exercises with allied forces and an equal voice in high-level decisions affecting European security and stability.
- ❑ NATO is a cornerstone of Canada's relations with Europe. Canada benefits significantly from the alliance's military and technical capabilities, as well as from its political role as a forum for security consultations among its members.

### Canada and the G8

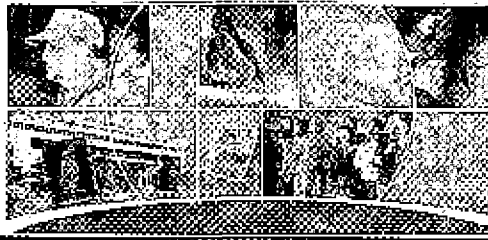
- ❑ The group of eight industrialized countries, or G8, was created in 1975. It is an informal network of heads of state and government of Canada, France, Germany, Italy, Japan, the United Kingdom, the United States and Russia, along with the president of the European Union.
- ❑ The leaders meet annually at the G8 Economic Summit. Separate meetings of the finance ministers and foreign ministers are held just before the summits. Italy hosted the 2001 Economic Summit in Genoa on July 20-22. Canada will host the next Summit at Kananaskis, Alberta, in June 2002.
- ❑ The G8 presidency rotates on a fixed schedule among seven members in the following order: France, the United States, the United Kingdom, Germany, Japan, Italy and Canada.
- ❑ In 1997, Russia was integrated into the group's annual Summit, but it does not yet participate fully in the group's economic discussions or in meetings of G7 finance ministers.



- The G8 is a process of policy discussion and co-ordination designed to promote better management of the economic and social issues arising from globalization, for the benefit of all citizens. This requires policies aimed at promoting:
  - the stability and growth prospects of the integrated global economy, including through the adoption of sound macroeconomic, trade and structural policies in our own economies;
  - efforts toward poverty reduction, including the effective integration and participation of developing economies in the global economy;
  - international peace and security, including through policies to promote conflict prevention and resolution, fight terrorism and prevent nuclear proliferation;
  - measures to protect the health and safety of the G8's citizens, including through action to combat transnational organized crime.
- G8 leaders address the interests and concerns of their citizens and of the global community on these issues through engagement with non G8 countries, international organizations, civil society and the private sector.

### **Canada and APEC**

- The Asia-Pacific Economic Cooperation Forum was established in 1989 in response to the growing interdependence among Asia-Pacific economies.
- Today, APEC has 21 members, including all the major economies of the region, some of which are the most dynamic, fastest-growing economies in the world. APEC's economies account for 55% of the world's GDP, 40% of the world's population, and almost 45% of the world's total trade.
- APEC members are: Australia, Brunei Darussalam, Canada, China, Chile, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, the Philippines, Russia, Singapore, Chinese Taipei, Thailand, the United States and Vietnam.



- In September 1992, the fourth APEC ministerial meeting agreed to set up a secretariat as a supporting mechanism. The Secretariat was officially established in 1993 in Singapore.
- The People's Republic of China assumes the role of APEC Chair in 2001, to be followed by Mexico in 2002.
- The range of issues discussed within APEC has grown in recent years in both depth and scope; it now encompasses trade liberalization, business facilitation, economic and technical cooperation, and youth and women's issues.
- APEC focusses on several issues of interest to Canada — for example, the liberalization and facilitation of trade and investment; economic and technical cooperation; the development of human resources; the development of small and medium-sized enterprises; and the development of ways to enhance APEC's relevance to business.
- Following APEC's November 2000 meeting in Brunei Darussalam, Canada developed three priorities that build on that gathering's main theme — "Delivering to the Community" — and advance key Canadian interests in the Asia-Pacific region:
  - exploring new measures to facilitate trade;
  - strengthening the human resource development dimension of APEC, with a particular emphasis on youth;
  - promoting meaningful public engagement in APEC through dialogue with the business community and NGOs in an effort to enhance APEC's transparency and openness.

### **Canada and the OAS**

- In 1948, 21 countries of the western hemisphere met in Bogotá, Colombia, to adopt the Charter of the Organization of American States. This charter affirmed their commitment to common goals and respect for each nation's sovereignty. Today, 35 countries are members.



- The OAS is primarily concerned with promoting human rights, strengthening democracy, achieving economic progress and greater social justice, combatting illegal drugs, and managing political crises in the hemisphere, as well as promoting cooperation and hemispheric trade.
- Canada joined the OAS in 1990, after having been an observer since 1972.
- Over the years, we have shown leadership in action against landmines, in poverty eradication, in the protection of human rights and in the combat against illicit drugs.
- Because we strongly advocate the participation of civil society in policy development, Canada has supported the increased involvement of NGOs, women and youth, as well as representatives of the hemisphere's Indigenous peoples and parliamentarians, in hemispheric and OAS affairs.
- Canada is the second-largest contributor to the OAS. Through the Canadian International Development Agency, Canada also contributes to the Voluntary Fund of the Inter-American Council for Integral Development, which supports the social, economic and cultural development activities of the Organization. In addition, we support the Inter-American Drug Abuse Control Commission.
- As host of the Third Summit of the Americas in Québec City (April 2001), Canada took advantage of the opportunity to shape the hemispheric agenda and continue the vital work of helping to build a better future for all citizens of the Americas.



### 3 Our Key Foreign Policy Initiatives

#### Canada's Anti-Terrorism Plan

##### Canada Responds

- ❑ Within 45 minutes of the September 11, 2001, attacks on New York and Washington, D.C., Canada accepted 224 diverted planes and more than 33 000 passengers and aircrew in airports across the country. In small communities like Gander, Newfoundland, 12 000 people were accommodated, although the local population is only 10 000.
- ❑ In the weeks that followed the attacks, Canada took vigorous action to counter the threat posed by terrorism and to enhance security not only domestically, but also at ports of entry, the land border and abroad.
- ❑ Fighting terrorism is a top priority for Canada, alongside all like-minded countries. In this context, Canada is working closely with the United States on the common goal of ensuring the safety of our citizens in North America.
- ❑ Prime Minister Jean Chrétien has established a Cabinet Committee on Public Security and Anti-Terrorism, chaired by John Manley, the Deputy Prime Minister, which is reviewing policies, legislation, regulations and programs across the government to adjust all aspects of Canada's public security approach to the new realities.
- ❑ Canada's anti-terrorism measures have four objectives:
  - to prevent terrorists from getting into Canada and protect Canadians from terrorist acts;
  - to activate tools to identify, prosecute, convict and punish terrorists;
  - to ensure that the Canada-U.S. border remains secure and continues to contribute to our economic security; and
  - to work with the international community to bring terrorists to justice and address the root causes of such hatred.





### **Military Contribution**

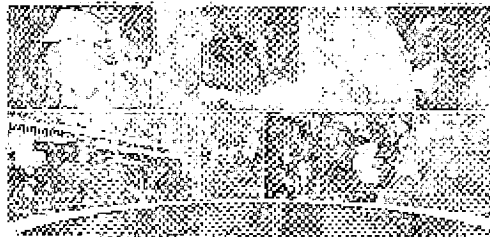
- ❑ Canada and several allies have pledged direct military support for the campaign against terrorism.
- ❑ Since the September 11 attacks, hundreds of members of the Canadian Forces have been collaborating intensively with those of the United States and other allies on intelligence gathering and analysis. Together, Canada and the United States have increased vigilance of North American airspace through our joint participation in NORAD (the North American Aerospace Defense Command).
- ❑ As part of Operation Apollo, the Government of Canada is contributing 3000 Canadian men and women of the Canadian Forces to the international campaign against terrorism.

### **Diplomatic Activities**

- ❑ Canada stands with its allies around the world to defy and defeat the threat that terrorism poses to all civilized nations. Terrorism can only be defeated through the coordinated efforts of all civilized nations.
- ❑ Canada is cooperating with other countries, individually and multilaterally, to broaden the coalition to fight terrorism. We are working to advance the anti-terrorism agenda in every international body and at every summit and important international gathering.
- ❑ The Foreign Affairs Minister's trip to the Middle East (October 26 to November 1) underscored Canada's commitment to coordinate counterterrorism efforts, reinvigorate the Middle East Peace Process and maintain international support for the coalition.

### **Humanitarian Relief**

- ❑ As of November 2001, Canada had provided \$16 million in emergency assistance to Afghanistan since September 11. This is in addition to the more than \$12 million contributed this year prior to the crisis and the more than \$160 million provided over the past 10 years.



### Law Enforcement

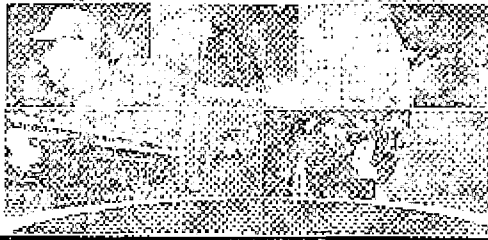
- The Royal Canadian Mounted Police and CSIS are participating actively in the intensive international investigation to track down and catch terrorists and disable their networks.
- All Canadian law enforcement agencies continue to collaborate very closely with U.S. and other authorities in the investigation of the terrorist attacks of September 11.

### Human Security

- The world can never be at peace unless people have security in their daily lives. This thought drives the work of the Department of Foreign Affairs and International Trade (DFAIT) on human security throughout the world.
- The term "security" used to focus more on defending sovereignty and the rights of states. Today the term "human security" applies much more to civilians than to military people. That's because civilians are much more often the victims of warring nations than are armies.
- Human security and human development are mutually reinforcing concepts. Human security provides an enabling environment for human development. Where violence or the threat of violence makes human progress impractical, ensuring safety for people is a prerequisite.
- Conversely, by addressing the inequalities that are often the root causes of violent conflict, by strengthening governance structures and by providing humanitarian assistance, human development can also be an important strategy for furthering human security.
- Today, human security includes issues such as protecting civilians in armed conflict, reforming sanctions regimes to reduce their humanitarian costs, defending the rights of women in places such as Afghanistan, and intervening on behalf of civilians to prevent massacres such as those which took place in Rwanda or Srebrenica.



- Threats to individual security are not limited to situations of violent conflict, however. Transnational phenomena such as terrorism, international crime, and trafficking in small arms, drugs and even people potentially put all of us at risk. Globalization has forced us to deal with new threats to human security.
- Although threats to human security can include epidemic diseases and natural disasters such as floods or earthquakes, Canada has chosen to focus on protecting people from threats of violence.
- Canada's policy on human security is called "Freedom from Fear." Aimed at ensuring that people can live without fear, the policy focusses on building a world where universal humanitarian standards and the rule of law effectively protect all people; where those who violate these standards and laws are held accountable; and where our global, regional and bilateral institutions are equipped to defend and enforce these standards.
- Canada has five foreign policy priorities for advancing human security:
  - Protection of civilians: building international will and strengthening our international capacity to reduce the human costs of armed conflict. We are focussing on measures to protect war-affected children and displaced persons, to eliminate landmines, to prevent and punish human rights violations, and to provide humanitarian aid.
  - Peace support operations: building UN capacities and addressing the demanding and increasingly complex requirements for deployment of skilled personnel, including Canadians, to these missions. We are focussing on improving our training of civilian and military experts and on promoting the capacity of local police forces in areas of conflict.
  - Conflict prevention: strengthening the capacity of the international community to prevent or resolve conflict, and building local indigenous capacity to manage conflict without violence. We are focussing on early-warning systems, fact-finding missions, negotiation and



mediation efforts, "eminent persons' groups" and special envoys, as well as targeted sanctions and measures to control the transfer of small arms.

- **Governance and accountability:** fostering improved accountability of public and private sector institutions in terms of established norms of democracy and human rights. We are focussing on establishing the International Criminal Court (ICC) to ensure accountability in the area of war crimes. We are working hard to reform the security sector in certain countries, and to reduce government corruption and other abuses of public institutions in others. We are also promoting democracy in areas at risk or recovering from violent conflict.
- **Public safety:** building international expertise, capacities and instruments to counter the growing threats posed by the rise of transnational organized crime. We are focussing on transnational organized crime, illicit drugs, terrorism and other threats to public safety.

### **Peacekeeping and Peacebuilding**

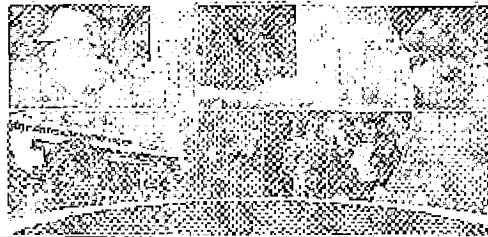
- Peacekeeping, an important aspect of Canada's national heritage, reflects our fundamental beliefs as a nation. Thanks to our 50 years of peacekeeping experience, we now have an excellent international reputation for helping to maintain peace throughout the world.
- Peacekeeping is an important component of Canada's foreign policy and of its contribution to the multilateral security system. Canada has taken part in the vast majority of peacekeeping missions mandated by the United Nations Security Council.
- Canada is proud of its peacekeeping contribution to international peace and security. Over 100 000 Canadians have served in more than 40 separate missions since 1949. UN peace and security operations form the majority of Canada's international military commitments.
- Traditionally, peacekeeping has been primarily a military activity. However, Canadian involvement in international peacekeeping now includes such diverse groups as the RCMP, Elections Canada and the Canadian Red Cross.



- Canada also contributes to "peacebuilding" — the re-establishment of normal life in regions that have been torn apart by conflict. In Rwanda, for example, Canadian troops opened airports and helped restore vital communications. In Haiti, the RCMP provided training to help transform the local police force into a professional unit appropriate to a democratic society.
- Canada has been at the forefront of efforts to meet the new challenges to international peacekeeping. In 1994, for example, the government established the Lester B. Pearson Canadian International Peacekeeping Training Centre. Located on the site of a former military base in Clementsport, Nova Scotia, the Centre teaches the theoretical and practical aspects of peacekeeping.
- In 1996, the Ministers of Foreign Affairs and International Cooperation launched the Canadian Peacebuilding Initiative. It helps to coordinate Canadian peacebuilding activities and to strengthen Canada's contribution to international peacebuilding.
- At the same time, the government announced the Canadian Peacebuilding Fund, which is an integral component of the Peacebuilding Initiative. The fund is administered by the Canadian International Development Agency (CIDA) to facilitate specific Canadian peacebuilding measures.
- In September 1997, the Canadian Peacebuilding Program was also created at DFAIT to support Canada's Peacebuilding Initiative. The \$3 million Peacebuilding Program and the \$10 million Peacebuilding Fund are used in a complementary way to advance the implementation of the Canadian Peacebuilding Initiative.

### **Anti-personnel Mines**

- Landmines are a major threat to personal security, especially in developing countries, and thus are of immediate interest to the human-security component of Canada's foreign policy.
- Entire communities in places such as Nicaragua, Cambodia, Afghanistan, Mozambique, Chad, Bosnia and Croatia are haunted by the psychological terror caused by the presence of anti-personnel mines in their fields, on their roads or near their homes.



- ❑ The fear of mines prevents the safe and productive use of land, roads and other infrastructure, impeding development and the ability of communities to prosper.
- ❑ Canada was one of the first countries to take a stance against the use of anti-personnel mines, recognizing that they are at the root of a humanitarian crisis of staggering proportions.
- ❑ From October 1996 until the signing of the "Ottawa Convention" (the Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel Mines and on Their Destruction) in December 1997, we made a priority of engaging all our international partners in a commitment to ban the use of anti-personnel mines.
- ❑ Canada was recognized as the world leader in this initiative. In 1997, Prime Minister Jean Chrétien announced the creation of the five-year, \$100 million Canadian Landmine Fund to support efforts to implement the Convention.
- ❑ The Ottawa Convention entered into force on March 1, 1999, and has been one of the most rapidly ratified multilateral conventions of its kind.
- ❑ In February 1999, 133 countries signed the Convention. Since then, meetings have been held to review progress and plan strategies to ensure continued progress toward the full implementation of the Convention, as well as to encourage all countries to sign and ratify it. As of August 2001, 118 states had formally accepted the obligations of the Convention through ratification or accession.
- ❑ Reaching a widely accepted and effective ban treaty took considerable international collaboration. Yet banning landmines was only one part of the equation. De-mining to rid the world of its present danger is an equally high priority — as is aiding the victims of landmines and restoring them to a productive life. Canada is playing an active role in both of those areas.



## Human Rights

- Human rights are an integral aspect of Canada's foreign policy. Respect for freedom, democracy and the rule of law, values cherished by Canadians, are the foundations of international security and economic and social well-being.
- We must find the most effective means to uphold these values. Our ultimate aim is to influence governments so that they will respect their citizens' rights under international law.
- Multilateral forums often provide the most effective channels of influence. Canada is committed to strengthening its human rights leadership in these institutions. The rights of children, youth, workers, women and Aboriginal peoples are among the key issues that Canada promotes in these forums.
- In international financial institutions and aid donor groups, Canada consistently emphasizes the need to consider a recipient's commitment to human rights and good governance.
- Bilaterally, we do not hesitate to speak out against human rights violations. At the same time, dialogue and engagement, rather than the isolation of governments, often offer the best avenues for influence.
- Each situation requires a careful balancing of many considerations: a government's relative human rights performance and commitment, other Canadian interests at play and, above all, the effectiveness of the measures at our disposal.

## Hemispheric Agenda/Summit of the Americas

- One of our greatest priorities has been to establish a Free Trade Area of the Americas (FTAA) by seeking an agreement among the heads of state and government of the 34 democratic governments in the western hemisphere. The purpose of the FTAA effort is to liberalize trade and advance social issues.



- The main thrust of the hemispheric agenda and summits is to connect the Americas through business and trade, shape the future of trade policy in the hemisphere, and unite the economies of the hemisphere into a single free-trade arrangement. We also wish to showcase Canada as an important business and investment destination.
- At the summits, leaders have discussed key issues affecting the region, including education; democracy, justice and human rights; economic integration and free trade; and the eradication of poverty and discrimination.
- Hemispheric free-trade will open a market of 800 million people, embracing 34 countries with a combined GDP of C\$17 trillion.
- Canada has been chosen to chair the FTAA Trade Negotiations Committee, which manages the negotiation process.
- Trade issues under discussion include market access, investment, services, government contracts, dispute settlement, agriculture, intellectual property rights, subsidies, anti-dumping measures and countervailing duties, along with competition policy and electronic commerce.
- The first Summit of the Americas took place in Miami in 1994. Participants agreed to "promote prosperity through economic integration and free trade." They resolved to construct the Free Trade Area by 2005. Subsequent summits took place in Santiago de Chile (1997) and Quebec City (2001).

### **Circumpolar Affairs**

- Another of our priorities is to ensure that Canada plays a strong role in protecting the Arctic environment and in promoting the economic, social and cultural well-being of northern peoples.





- Canada is a member of the Arctic Council, a high-level forum created to advance circumpolar cooperation. Its mandate is to protect the Arctic environment and promote the economic, social and cultural well-being of northern peoples.
- In June 2000, then Foreign Affairs Minister Lloyd Axworthy released *The Northern Dimension of Canada's Foreign Policy*, which sets out a policy framework for Canada's foreign policy priorities in the Arctic region.
- We are committed to showing leadership on circumpolar issues and to raising the visibility of these issues. We are also committed to sustainable development in the North, and to northern initiatives to address issues and challenges raised in the report of the Royal Commission on Aboriginal Peoples.

### Canadian Arts and Cultural Industries

- Promoting Canadian arts and cultural industries is a vital part of the projection of Canadian values and culture. It is also one of the pillars of our foreign policy, along with prosperity and security.
- DFAIT promotes Canadian arts and cultural industries by providing international touring grants to Canadian artists and by delivering export development services to industry.
- Our objective is to increase the interest of foreign decision-makers in Canada by exposing them to Canadian art and cultural products. We want to project Canadian culture in all its diversity. We strive to support a mix that, over time, is representative of all artistic disciplines, all Canadian provinces and territories, both official languages, Aboriginal people and youth, as well as different cultural communities.
- Our intent is not to fund all Canadian cultural events happening abroad but to increase the number and quality of those events, to help Canadian artists make it on their own internationally, and to create a demand for their products. The grants we offer are minimal, normally

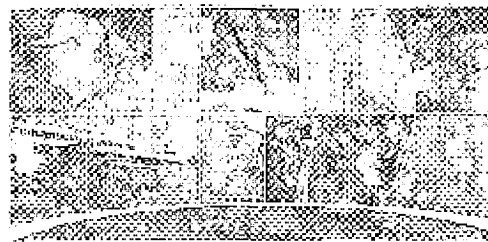


representing 10% or less of the cost of an international tour or event. This is seed funding. We fund around 500 Canadian art events abroad annually.

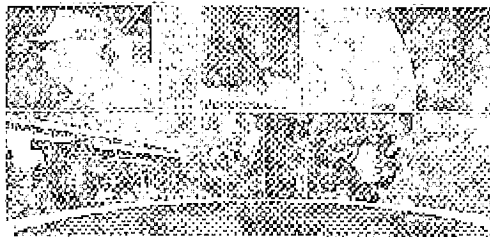
- Our delivery network of services to Canadian artists, creators and other providers of cultural products is a mixture of support from our Trade, Public Affairs and Cultural sections in Canadian government offices abroad. This network can provide guidance and assistance beyond the funding and services delivered from Ottawa. A few of our locations — Berlin, London, New York, Paris and Tokyo — are also equipped to provide some minimal funding assistance.
- We are active mainly in the following sectors: the performing arts; visual and media arts; film, television and broadcasting; literature and publishing; sound recording; and multimedia.
- Information on our programs is available at <http://www.dfaif-maeci.gc.ca/arts>.

## Environmental Issues

- In just 20 years, environmental issues have become a top priority on the international agenda. Once perceived as local, environmental problems are now recognized as having global impact. Climate change, ozone depletion, transboundary air pollution, diminished forests, desertification, mismanagement of marine resources, and other global environmental issues have forced the international community to respond.
- Some of the most challenging environmental issues that we face today are transboundary or global in scope, and can be fully addressed only through global or regional actions.
- The conduct of Canada's international environmental relations is carried out jointly by DFAIT and the domestic department or departments concerned — in most cases, Environment Canada, but also Natural Resources Canada, Fisheries and Oceans Canada, Industry Canada and CIDA. DFAIT leads or co-leads most negotiations and delegations.



- International environmental processes are among the most transparent and participatory in the foreign policy world, with respect to both access to information and the range of non-governmental actors involved. Non-governmental actors now play an important role in most international environmental bodies and processes, and have led the way for increased transparency in a growing number of foreign policy issues.
- Global solutions are required to address such issues as climate change, ozone depletion, persistent organic pollutants, the pollution of common resources like oceans and air, and the depletion of common natural resources.
- Bilateral and regional solutions are required to address such issues as acid rain or endangered migratory species.
- The environmental component of Canada's foreign policy is focussed on a number of critical areas:
  - The *protection of the Arctic environment* remains a focal point of Canadian foreign policy. Canada stresses the importance of international cooperation among the circumpolar countries, in particular through the Arctic Council. All Arctic countries share a desire to protect their fragile environment and to develop sustainable economies for northern peoples.
  - *Persistent organic pollutants (POPs)* are a significant concern for all Canadians, but especially for Canada's northern Indigenous peoples because of the contamination of traditional foods. The vast majority of POPs entering Canada's environment come from foreign sources. Canada was therefore an active participant in the negotiations for a legally binding international convention on POPs, which were successfully completed in December 2000.
  - *Fisheries* are under pressure around the world. As part of our foreign policy, we are concentrating on establishing internationally agreed rules for the sustainable management of high-seas fishing stocks and the implementation of the so-called "UN Fish



Agreement" (Agreement for the Implementation of the Provisions of the Convention on the Law of the Sea Relating to the Conservation and Management of Straddling-Fish Stocks and Highly Migratory Fish Stocks).

- *Forests* play a critical role in the environment, and the forest sector contributes to the economic well-being of Canada and of many other countries. We are committed to supporting internationally agreed rules on sustainable forest management, ideally through an international convention on forests.

### Sustainable Development

- In April 1987, the report of the Brundtland Commission (World Commission on Environment and Development) introduced the term "sustainable development" — the idea that environmental protection, social well-being and economic growth are not only compatible but interdependent.
- The challenge of sustainable development is one of the most difficult the world will face over the next century.
- That challenge is of critical importance to all G8 members — in particular to Canada, given that our economy depends heavily on our natural resources. In many cases, we cannot effectively protect our natural resources unless we have international cooperation.
- The United Nations Conference on Environment and Development (UNCED) — the "Earth Summit" — which took place in Rio de Janeiro in June 1992, reached agreement on a global sustainable development agenda known as Agenda 21.
- The Government of Canada is committed to sustainable development. Since the Earth Summit, Canada has made considerable progress in implementing a number of Rio outcomes. Canada played an important role in UNCED and has been a leader in international action on biodiversity (and a protocol on biosafety), forests, fisheries, oceans, Arctic issues and chemical pollutants.



- ❑ Mutually supportive trade and environmental policies contribute to sustainable development: liberalized trade is generally beneficial to the environment, and good environmental practices support economic efficiency. Canada is working on harmonizing and integrating trade and environmental decision making, domestically and internationally, by fostering cooperation and coordination at all levels.
- ❑ In February 2001, we tabled in Parliament Agenda 2003, the Department's sustainable development strategy. It lists six goals, including strengthening the linkages between trade promotion and policy, on the one hand, and the protection of the environment, on the other.
- ❑ In keeping with the 1999 Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals, Canada will conduct Strategic Environmental Assessments of trade negotiations to assist negotiators in factoring environmental considerations into the negotiation of trade agreements.
- ❑ Canada has signed environmental cooperation agreements with the United States and Mexico under the North American Free Trade Agreement (NAFTA) and with Chile under the Canada-Chile Free Trade Agreement. Canada will take environmental considerations into account in negotiating other bilateral and regional free-trade agreements.

#### **United States**

- ❑ Canada and the United States share a border almost 9000 kilometres long.
- ❑ Formal cooperation between the two governments began in 1909 with the Boundary Waters Treaty. Under that framework, the International Joint Commission was created and began work in 1912 with a mandate to prevent and resolve boundary water disputes as well as any other issues referred to it by the two governments.



- Since 1909, the Canadian and U.S. governments have negotiated a series of bilateral agreements to address shared environmental concerns such as migratory birds, water and air quality.
- Canada and the United States continue to work in partnership for environmental action. Cross-border cooperation now extends beyond governments to all sectors of our societies.

### **Climate Change**

- Canada is taking part in the global effort to address climate change.
- In December 1997, 160 countries negotiated the Kyoto Protocol, a landmark agreement to address the challenge of climate change. Under this agreement, industrialized countries negotiated targets to reduce their greenhouse gas emissions.
- Canada was disappointed that the negotiations on climate change in The Hague ran out of time before an agreement in principle could be reached. However, there is still significant commitment and interest in addressing this critical global environmental issue.
- Canada's priority remains to work toward a "ratifiable" Kyoto Protocol with international decisions on the Kyoto Mechanisms, a workable compliance system, and favourable decisions on carbon sinks.
- Since climate change is a global challenge, Canada also recognizes that any agreement will need to address the concerns of developing countries.
- Canada is working at home on climate change. Within the past year, the federal government has invested C\$1.1 billion and unveiled the first in a series of plans to achieve Canada's target.



## 4 How Foreign Policy Is Developed

### The Role Government Plays

- ❑ The Prime Minister and the Privy Council Office play a key role in major foreign policy issues. Either the Cabinet Committee on the Economic Union or the Cabinet Committee on the Social Union brings issues forward for discussion. The Standing Committee on Foreign Affairs and International Trade also plays an active role.
- ❑ Examples of issues now before the Cabinet Committee on the Social Union include human security, the International Criminal Court, and Canada's international cultural policy.
- ❑ The Cabinet Committee on the Economic Union handles items such as environmental agreements, tax agreements and international trade items.
- ❑ The Minister for International cooperation and the Minister of National Defence also play a role in foreign policy and the coordination of Canada's international activities.
- ❑ The Department of Finance has the lead responsibility for Canada's relationship with international financial institutions, such as the International Monetary Fund, the World Bank Group, and the European Bank for Reconstruction and Development.
- ❑ The provinces also play a role in the development of foreign policy. They are active in the international arena on issues within their own jurisdictions, for example immigration and the exporting of Canada's natural resources such as lumber.
- ❑ The Government of Canada assists the provinces in these areas and in other areas such as their trade promotion missions abroad.



## How Canadians and NGOs Help to Shape Canada's Foreign Policy

- ❑ More than ever before, we encourage Canadians to contribute to the formulation of foreign policy. We go out of our way to make sure that foreign policy is not a closed-door exercise.
- ❑ In 1995, we conducted a major foreign policy review in which we asked Canadians what they wanted the country to focus on. Canadians helped us develop our "three pillars" approach. Since then, things have changed. For this reason, we are looking at the possibility of an update, focussing on how we should address these changes.
- ❑ We want Canadians to help shape Canada's priorities with regard to the rest of the world. In particular, we want to engage young Canadians because they will be the true citizens of this new, global world.
- ❑ Increasingly, civil-society groups want direct input into the formulation of foreign policy, and so we consult NGOs, business groups and others across the country.
- ❑ We work with NGOs in several other ways, including in their capacities as:
  - organizations that deliver programs (e.g. CARE Canada);
  - partners in international campaigns (e.g. Red Cross, International Coalition to Ban Landmines);
  - stakeholders in consultations (e.g. human rights, peacebuilding, environment);
  - a source of expertise (e.g. the Canadian Centre for Foreign Policy Development).
- ❑ Canada has a long-standing commitment to consulting with NGOs on global issues. NGOs, labour organizations and other groups enjoy easy access to policy- and decision-makers in the Department.

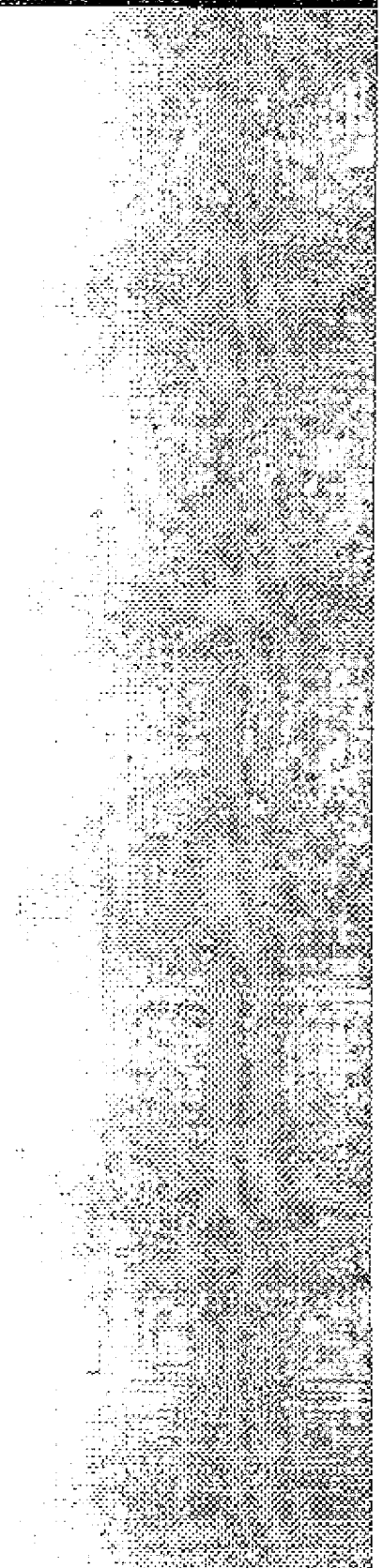




- ❑ Even the private sector has a role to play in Canada's foreign policy, particularly with regard to corporate responsibility in foreign operations. Questions such as labour codes, impacts on local economies, and sustainable development in foreign operations fall into this area.

### **Canadian Centre for Foreign Policy Development**

- ❑ The Canadian Centre for Foreign Policy Development was created in 1996 to help Canadians outside government contribute to the development of our foreign policy. The Centre reports to the Minister of Foreign Affairs.
- ❑ The Centre is responsible for a wide range of policy development projects, including the annual National Forum and regular roundtables and policy development papers.
- ❑ The Centre has developed a number of ways for Canadians to get involved, including the John Holmes Fund, the National Forum and the annual Graduate Student Seminar.
- ❑ Each year, the Centre holds a forum to discuss priorities and issues with Canadians. For example, the National Forum 2000 for Youth was devoted to war-affected children. An earlier forum dealt with our foreign policy on northern development, while another examined what Canada's priorities should be when serving on the United Nations Security Council.
- ❑ Canadians can attend forums or submit their comments electronically through the Centre's Web site.





## 5 Foreign Policy Success Stories

- ❑ Canada has been successful in several major foreign-policy areas, ranging from the Ottawa Treaty banning anti-personnel mines to the development of an international consensus on establishing the ICC.

### International Action Against Landmines

- ❑ Canada was one of the first countries to take a stance against the use of anti-personnel mines. From October 1996 until the signing of a treaty in December 1997, we made a priority of engaging all of our international partners in a commitment to ban the use of these mines.
- ❑ Canada was recognized as the world leader in this initiative; called the "Ottawa Process."
- ❑ The Ottawa Convention (*Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel Mines and on Their Destruction*) entered into force on March 1, 1999. The ratification process for a multilateral convention of this kind has been among the swiftest ever achieved.
- ❑ In February 1999, 133 countries signed the Convention. Since then, meetings have been held to review progress and plan strategies to ensure continued progress toward the full implementation of the Convention, as well as to encourage all countries to sign and ratify it. As of August 2001, 118 countries had ratified or acceded to the Convention.

### Consensus on the International Criminal Court

- ❑ The 20th century saw the worst violence in the history of humankind. In the past 50 years, more than 250 conflicts have erupted around the world; more than 86 million civilians, mostly women and children, have died as a result of these conflicts; and over 170 million people have been stripped of their rights, their property and their dignity.



- Most of these victims have been simply forgotten, and few perpetrators have been brought to justice. Stalin died without ever seeing the inside of a prison cell. Idi Amin lives comfortably in exile. Pol Pot wiped out more than a million Cambodians and died without ever being charged. In cases like these, the world wants justice.
- In July 1998, 120 nations gathered in Rome to establish a permanent International Criminal Court to try individuals for the most serious offences of global concern, including genocide, war crimes, crimes against humanity, and — once a suitable definition has been agreed upon — aggression. UN Secretary-General Kofi Annan hailed the meeting and the so-called Rome Statute as "a giant step forward in the march towards universal human rights and the rule of law."
- Canada played a leading role in the development of the ICC, chairing the group of like-minded states that worked in the years leading up to 1998 to prepare an appropriate text.
- Canada also provided financial assistance so that less-developed countries could take part in both the preparatory meetings and the final diplomatic conference in Rome.
- Canada has been at the forefront of the international effort to promote ratification and implementation of the Rome Statute of the ICC. In fact, Canada was the first country to pass comprehensive legislation enacting the Rome Statute into domestic law. This law, the Crimes Against Humanity and War Crimes Act, came into force in October 2000.
- The ICC will break new ground. It will deal with international crimes on an individual rather than a state-basis, and its jurisdiction extends to crimes committed in internal conflicts.
- Presided over by 18 judges from 18 countries, the ICC will also have automatic jurisdiction over these crimes, meaning that states that ratify the Rome Statute automatically accept its jurisdiction and the Court will not have to seek case-by-case consent to act. However, states retain the right to



investigate or prosecute these cases, and the Court will only take jurisdiction if a state is unwilling or unable genuinely to carry out the investigation or prosecution. Another new feature is the establishment of an Independent Prosecutor, elected through secret ballot by states that have ratified the Statute:

- The ICC will come into existence as soon as 60 states ratify the Rome Statute. In September 2000, Canada launched a campaign to promote widespread signature, ratification and implementation of the ICC statute. As of September 2001, the Rome Statute had been signed by 139 states and ratified or acceded to by 38 countries. The most recent list of signatures and ratifications can be found at <http://www.iccnw.org>. Many other states have indicated that they plan to ratify in 2001.
- This progress is proof of Canada's ability to influence the decisions of other countries — and an excellent foreign-policy success story.





## 1 Key Messages

- ❑ International trade is a major source of jobs, economic growth and better living standards for Canadians.
- ❑ The Department of Foreign Affairs and International Trade (DFAIT) works hard to ensure a peaceful, stable global environment that allows Canadians to trade safely and efficiently.
- ❑ We also work at home and abroad to increase trade so that Canadian businesses can benefit from opportunities abroad.
- ❑ Canada's economic success is tied to its trade performance - in fact, exports represent 43.1% of Canadian GDP. We contribute to employment and economic growth for Canadians by improving access to world markets and promoting international trade and investment for Canadian firms.
- ❑ We are strengthening Canada's trade culture by helping more Canadian companies to export, particularly small and medium-sized enterprises (SMEs). Our Team Canada Inc initiative now links 20 federal organizations in a partnership aimed at helping Canadian companies to develop international opportunities.
- ❑ Investment policy is also increasingly a trade issue. In the business world, trade and investment are virtually inseparable.



## 2 Why Trade Matters

- ❑ Canada is repeatedly rated as one of the best countries in which to live. Our social services and publicly funded health care are not the only reasons: our ability to do business with the outside world also contributes to our well-being. Trade enhances our quality of life.
- ❑ Success in the international marketplace helps give Canadians the economic energy we need to create the nation we want.
- ❑ Is trade really that important? The figures speak for themselves. More than 45.6% of everything that we produce is exported. In 1999, Canada shattered its own export record for the eighth consecutive year: we exported \$473.9 billion in goods and services to countries throughout the world. That is more than \$12 145 for every Canadian — kids, youth and retirees included. Key in this relationship is the United States, where over 82.9% of Canada's exports are sold.
- ❑ Canada's economy cannot keep growing unless we continue to develop markets outside our borders. Only one out of every 200 people in the world is Canadian. If we ignore what the other 199 have to buy and sell, more Canadians may find themselves out of work.
- ❑ Every \$1 billion increase in Canada's exports sustains 6000 Canadian jobs. One out of three Canadian jobs depends on exports.
- ❑ Trade means imports as well as exports. If some of the billions of dollars that Canadians earn from exports is used to purchase imported goods, so much the better. Other countries need to export to us if they are going to buy from us.
- ❑ Trade brings in technology and materials needed to create exports. It also offers Canadians greater personal choice in purchasing everything from fruit to cars. It encourages competitive pricing, creates jobs, stimulates technology and promotes more educated societies.

# International Trade



- Despite the risks, international trade presents "win/win" situations for those countries with the resolve to compete — as long as the game is played by the rules.

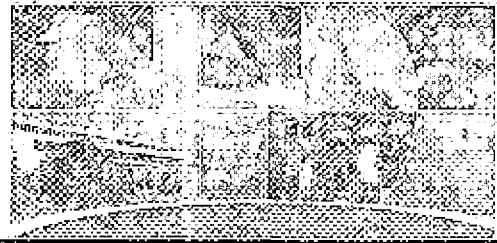




## 3 Promoting Trade

- Canada has a long history as a trading nation. In the 17<sup>th</sup> century, the early settlers were already using barter and trade as means of survival and development.
- Canada has long championed liberalized trade — both regionally and internationally — because the free movement of goods, services and people is the best way to generate wealth.
- Canada can compete with the best in the world. But we need:
  - access for our goods and services abroad;
  - an open, fair and predictable set of rules governing trade and investment;
  - the means to ensure that Canadian firms can take advantage of promising foreign market opportunities.
- In 1982, the Department of External Affairs and the Trade Commissioner Service (TCS) amalgamated, and in 1995 the department's name was formally changed to Foreign Affairs and International Trade. International trade has therefore been an essential part of our mandate for two decades. In that time we have:
  - negotiated a Free Trade Agreement with the United States, followed by the North American Free Trade Agreement (NAFTA) with the United States and Mexico;
  - helped to solidify Canada's role as one of the world's trading powers;
  - negotiated agreements with the World Trade Organization (WTO) and a host of bilateral trade agreements;
  - strengthened the TCS to more effectively identify local markets for Canadian exporters.
- We are committed to promoting investment in Canada. One of the most visible initiatives in meeting that commitment has been Team Canada.

# International Trade



- The Team Canada concept, a high-powered trade mission in which Canadian business people team with the Prime Minister and other government officials, has been a resounding success.
- Team Canada is a unique concept created by Prime Minister Chrétien in 1994 and has opened doors for more than 2400 Canadian businesses and organizations gain access to senior government and private-sector leaders in international markets, directly contributing to some \$30.1 billion in new business. As of November 2001, the Prime Minister had led six Team Canada missions.

[Note: More information on Team Canada can be found later in this section.]



## 4 Promoting Investment

- The other side of the trade "coin" is investment. DFAIT is pursuing strategies to encourage foreign corporations to invest in Canada.
- In the 2001 Speech from the Throne, the Government of Canada said it would raise awareness of the advantages of investing in Canada and would launch Investment Team Canada missions to the United States and Europe.
- Foreign businesses are discovering that Canada is an exceptional place in which to invest and do business:
  - we are the gateway to a North American market of 386 million people;
  - we are one of the cheapest places to do business in the industrialized world — cheaper, even, than the United States; and our wages are moderate;
  - our entrepreneurs are bold and our workers highly skilled;
  - our transportation and communications systems are without equal;
  - we are at the forefront of international technology.
- Foreign investment in Canada is part of our economic lifeblood:
  - Investment gives us the capital we need to grow, to remain relevant and plugged in to world markets.
  - Investment creates jobs — jobs with a future. A \$1 billion increase in direct foreign investment in Canada will create an estimated 45 000 new jobs over a five-year period.
  - In addition to creating jobs and spurring trade, investment helps to ensure the transfer of innovation and technology.



## Helping Communities

- There are about 4400 municipalities in Canada. Those mid-sized and larger (some 300) have economic development programs to stimulate investment and job creation.
- Many communities, however, do not include investment promotion as part of their economic development programs, and many community officials need to be better equipped to present local strengths to potential business investors.
- In January 1999, we announced a new program to help local communities attract foreign investors. This is an expansion of the popular *Program for Export Market Development (PEMD)* to include the promotion of foreign investment.
- The new program, called *PEMD-I*, offers \$5 million annually to help local levels of government and their private-sector partners to attract foreign investment to their communities. This program is part of our strategy to strengthen Canada's competitive position over the long term.
- The new *PEMD-I* program will help community investment promotion initiatives by bringing the Team Canada approach to this important area of international business development. It will encourage greater cooperation between the public and private sectors, and will strengthen foreign investment promotion in Canada.

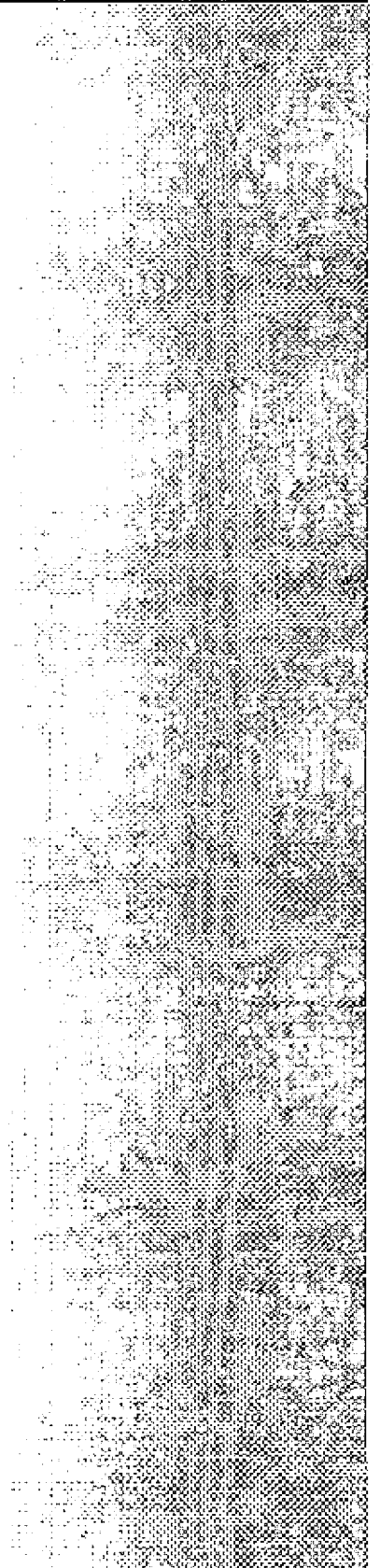
## How Canada Benefits from Investment

- Tokyo-based Toyota is a good example of what happens when a strong company invests in Canada. Toyota's \$600 million investment in Canada will increase production capacity and lead to the creation of 300 new manufacturing positions in Ontario. Key success factors for its Canadian operation include high productivity, low manufacturing costs and outstanding product quality.



## International trade

- Here's another example: Ericsson, the Swedish telecommunications company, hired smart young Canadians to work here rather than somewhere else, and to work for the benefit of all Canadians. In October 1999, Ericsson announced a \$196-million investment to develop new telecommunication solutions. This investment will create 130 new engineering positions at the company's research facility in Montreal. Since 1990, Ericsson has invested over \$1 billion in Canada and employed 1,400 people at its Montreal and Mississauga facilities. Ericsson Canada posted over \$600 million in sales last year.





## 5 Our Priorities for Trade and Investment

- We have several key trade and investment priorities, including:
  - managing Canada's trade relations in the multilateral context under the WTO;
  - further cultivating the Canada-U.S.-NAFTA economic relationship and regional trade initiatives such as the Free Trade Area of the Americas, the Asia-Pacific Economic Co-operation (APEC) Forum, and free-trade negotiations with the European Free Trade Association (EFTA), and with Costa Rica and Singapore;
  - completing and acting on our climate-change negotiations;
  - focussing on the G7/G8 process, which involves a confluence of foreign, economic, trade, development and social policy issues.
- In all, more than 85% of our exports are destined for the United States. Managing our economic relationship with the United States therefore remains a top priority.
- Trade is an important component of our regional and bilateral relations. Experience has shown that efforts to enhance our bilateral trade relations, as in the agreements with Mexico and Chile, have equally enhanced other aspects of the bilateral relationship. Enhancing these relationships remains a priority.
- The sustainable development of Canada and the world is another of our priorities. We strive to make trade liberalization and environmental protection mutually supportive. That's why we are developing a process to assess the environmental impacts of future trade negotiations.

# International Trade



- Our relationship with the APEC countries remains a priority. APEC encompasses 40% of the world's population and accounts for 56% of world trade. It is a critical regional vehicle for Canada to pursue its national interests in Asia. It gives us full entry into Asian economic and social policy decision-making, bringing together foreign ministers from across the region, and enables us to solidify bilateral relations with our main Asian partners.
- We also need to attract more foreign investment. To do this, the government has launched a strengthened Partnerships Canada (IPC) — a joint DFAIT and Industry Canada initiative. IPC is proceeding with two projects in the United States, with the goal of develop a more positive "brand image" for Canada. In addition, our *PEMD-I* program, designed to help Canadian communities attract and retain foreign investment, has so far supported over 180 projects across Canada.
- We also need to encourage certain sectors of Canadian business that have been under-represented in international markets — i.e. those with the potential to export. We have particularly encouraged SMEs, especially those owned by Aboriginals, women and youth, to take advantage of government programs and services. As a result, on recent Team Canada missions, between 70% and 80% of participants were SMEs. Furthermore, the proportion of women participating in the 1999 mission to Japan was 19%, while young entrepreneurs accounted for over 11% and Aboriginal business people 2% — the highest participation rates ever recorded for these groups.



## 6 Trade and Investment Statistics

- ❑ Every day of the week, Canadians do over 2.5 billion dollars' worth of business — exports and imports of goods and services — with the world.
- ❑ Export-growth and inward investment continue to drive economic expansion in Canada. In 2000, the value of Canada's exports of goods and services increased 14.9% to reach \$473.9 billion — 45.6% of GDP. Merchandise exports rose to \$417.7 billion, up 15.8% from 1999 while exports of services reached \$56.3 billion, a 8.6% increase over 1999. Many of the 427 000 new jobs created in 1999 are directly attributable to exports.
- ❑ The flow of foreign direct investment (FDI) into Canada reached a new record in 2000 — \$93.2 billion. The stock of foreign direct investment in Canadian corporations is now \$301.4 billion. Most of that growth originated from the United States. Foreign direct investment accounts for three jobs in ten in Canada.
- ❑ The economic relationship with the United States was the dominant factor in Canada's trade and investment performance. Two-way trade in goods and services with our neighbours grew by 11.7% in 2000. The United States accounts for over 82.9% of our goods and services exports and 72.1% of our imports.
- ❑ As of 1999, Canada is no longer in a trade deficit with the United States.
- ❑ In a nutshell, Canada's economy is up and our deficit is down. Our international trade is probably the biggest factor.

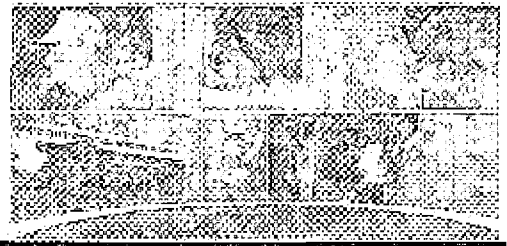




## 7 About Team Canada

### What is Team Canada?

- ❑ In the past decade, the impact of globalization has become far more evident. The government had to formulate a strategy to assure Canada's continued prosperity within the global economy. Team Canada became the centerpiece of that strategy.
- ❑ The Team Canada concept was born of the conviction that promoting economic growth in Canada depends on a partnership between governments and the private sector. Since the first Team Canada mission in 1994, Canada has shown that it is a nation where everyone works together for common success and that Canadians are squarely committed to meeting the challenges of globalization.
- ❑ The Prime Minister has led six Team Canada missions:
  - to China in 2001 (Beijing, Shanghai and Hong Kong);
  - to Japan in September 1999;
  - to Mexico, Brazil, Argentina and Chile in January 1998;
  - to South Korea, the Philippines and Thailand in January 1997;
  - to India, Pakistan, Indonesia and Malaysia in January 1996; and
  - to China in November 1994.
- ❑ Team Canada has been a resounding success. The first five missions have helped more than 1800 Canadian businesses conclude more than 880 deals in 13 countries, worth an estimated \$24.4 billion. These deals have translated into thousands of jobs in Canada.
- ❑ Each Team Canada mission draws business representatives from eight to ten sectors that hold promise for new business development with the Team Canada destination countries. Team Canada trade missions allow these representatives to learn about new markets, gain access to foreign political and business leaders, enhance their visibility in foreign markets, launch business deals and strengthen relationships with foreign business partners.



- Don't imagine that you have to be a big business to participate in a Team Canada trade mission. Participants range from established and new exporters, young entrepreneurs and university presidents to promoters of arts, culture and tourism. We continue to focus on small and medium-sized enterprises, especially those run by women and Aboriginal people. The proportion of women entrepreneurs participating is on the rise, with 15% participation in the 1999 mission, the highest proportion ever.

## Team Canada Success Stories

- The Team Canada trade missions have generated extraordinary opportunities for many Canadian businesses. Many of those that have benefitted most are SMEs that would have had a very difficult time finding their export markets if they had not been members of a large team.
- The companies that participate confirm that the presence and support of the Prime Minister and the provincial premiers validate a small company in the eyes of its foreign counterparts, and opens doors that it could not have opened without this help. The missions bring together a powerful combination of top Canadian business people, political leaders, organized functions and unique opportunities. Our own Trade Commissioner Service also contributes to these companies' successes abroad.
- Many Canadian companies have generated jobs and revenues through contracts with other countries. Here are just a few of the Team Canada success stories:

### Weather Watch

*ETS Forest Technology Systems Ltd., a Victoria-based high-tech company, beat out international competition to supply automated weather stations to the Mexican Weather Service. A nationwide network will grow to at least 300 stations over the next five years, with a total value of \$7 million to \$10 million. This company says that the NAFTA agreement really opened the doors for them.*



## **East Meets West**

*The Team Canada 1999 trade mission to Japan could not have happened at a better time for Dorothy Grant Ltd., Canada's foremost First Nations fashion designer. As a result of Dorothy Grant's participation, she now has a Japanese agent selling her unique native art in Japan. With the help of her agent, Dorothy held fruitful discussions with magazine editors, fashion designers and manufacturers, enabling her to gain a solid foothold in Japan. First Nations-owned and -operated, her company has developed a mission to share the richness of the Haida culture; to create a vehicle for transformation, pride and self-awareness; and to employ First Nations people.*

## **Multimedia ESL**

*Weigl Educational Publishers of Calgary specializes in the development and production of books, teacher guides and multimedia resources for Canadian schools and international libraries. The company took part in the Team Canada 1998 trade mission to Latin America and came back with a partnership with the University of Guadalajara. Weigl is now exploring the possibility of delivering educational programs at a distance, using new technologies. A Canadian consortium will be formed to deliver the ESL program through multimedia. The president of Weigl believes that the Team Canada mission opened doors that she could not have opened herself.*

## **Painting the Town**

*Duba Color Services, a Manitoba-based business, makes colour sample charts used to market paint in retail stores and the automotive industry. The firm also supplies colour chips for specialty industries such as stucco, grout and cosmetics. After signing \$4 million in deals during the Team Canada 1998 trade mission, Duba Color Services has set up a joint venture operation in Colombia to serve the Latin American market. The company president says that the prestige of the trade mission helped seal a difficult \$3-million contract in Argentina.*



## **The Big Chill**

*Berg Chilling Systems of Scarborough, Ontario, is one of North America's most technologically advanced manufacturers of industrial refrigeration systems. With exports making up 70% of total sales, Berg sells equipment to 29 countries around the world. During the trade mission to Asia Pacific in 1997, the company signed a contract worth nearly \$100,000 for a Berg Ice Maker system. On the Team Canada 1998 trade mission to Latin America, Berg signed deals worth nearly \$2 million in Mexico and Chile. The company's growth depends on selling its wares outside Canada.*

## **Meeting Medical Needs**

*Southmedic Inc. of Barrie, Ontario, was one of the smaller companies that made up 80% of the 1998 Team Canada delegation. Southmedic, which manufactures and distributes medical equipment, signed distributorship agreements in Mexico and Argentina during the trade mission. It employs 60 people, filling needs in the medical community in 42 countries. With over 80% of her business derived from exports, McDonald found the trade mission's official signing ceremonies to be particularly useful in cementing international business relationships.*

## **Will That Be Cash or e-Payment?**

*Oasis Technology Ltd. of North York, Ontario, reached a deal worth \$750,000 in Mexico as a result of a Team Canada trade mission. Since the trip, the company has set up distribution channels and closed more than 15 new deals worth approximately \$3 million in Argentina, Brazil, Colombia, Venezuela and Mexico. Oasis delivers leading mobile, Internet and real-world e-payment software products to Internet and traditional banks, e-tailers, retailers, and processors in more than 70 countries worldwide.*



## **Isn't It a MicroWorld?**

*LCSI is a Montreal-based award-winning publisher of educational software. Exports represent 98% of its business. During the 1999 trade mission, this small company signed a deal worth \$250 000 a year to distribute its flagship product, MicroWorlds, to approximately 30 000 schools across Japan. The two previous Team Canada trips had already led LCSI to licensing agreements in Mexico and South Korea. MicroWorlds allows students to create dynamic, interactive projects incorporating movies, photos, sound, graphics, text, and animation, which can then be loaded onto the Web. Since its establishment in 1981, LCSI — which has won no fewer than 26 major awards for its innovative software — is continually expanding as a result of exporting activities. The company just added 1500 square feet to its office space and increased its staff to 25 people.*

## **Safety Only a Phone Call Away**

*Positron Inc., a Montreal-based company, specializes in emergency response systems, including ambulance services. It also manufactures various state-of-the-art products, such as specialized telephones for traders and dispatchers and fibre-optic equipment. Since signing \$86 million in deals during the 1998 trip, the Montreal-based company closed a \$3.8-million contract for a 911 system for the City of Medellín in Colombia, delivered a \$2.3-million system to Costa Rica, and is negotiating privatization of services in Argentina and Chile. Positron is also developing a public safety system for the population of Lublin in Poland, thanks to a \$6-million joint venture agreement concluded during a 1999 business development trade mission.*

- There are many other stories like these. You can read them on Team Canada's Web site at <http://www.tcm-mec.gc.ca>.



## What Participants Say

- "Having our Prime Minister and premiers at the signing ceremony conveyed government endorsement of our deal which had great significance for our Japanese partners... The Japanese were very impressed with this demonstration of support by representatives of our government at the private event of a Canadian company." (Lamarre, Confab, Laboratories Inc.)
- "Being part of Team Canada was an important step because it gave us momentum, credibility and access to organizations that we would otherwise not have had." (Don McGillivray, president of Sport Seat International)
- "Team Canada not only sped up our potential partners, it ensured a timetable for signing, as everyone wants to close the deal with their leaders present... And we're still capitalizing on the new contacts we made back then." (Ron Yuers, Kryton Technologies Inc.)
- "The Team Canada concept works because it provides small companies with the benefits of across-the-board partnerships between industry and government, where individual companies might find it difficult to go it alone." (Peter McCann, president of Ag-West Biotech Inc. of Saskatoon)
- "It never would have happened without Team Canada... By providing a professional yet informal setting, Team Canada facilitated our discussions and created a comfortable business environment. It really gave a small Canadian company the chance to gain tremendous exposure in Japan." (Tchao, Diverlink International Technologies of Victoria)



## 8 Trade Commissioner Service

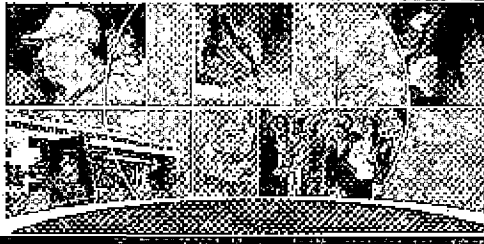
- The Canadian government has a long history of contributing to the country's trading relationships. Our first full-time trade commissioner, John Lake Short, went to Australia in 1894.
- Today's Trade Commissioner Service plays an especially important role in helping Canadian exporters to be competitive and successful. Our embassies and consulates around the world are working hard to promote a "win/win" resumption of global economic growth and sustained Canadian prosperity. This around-the-world presence offers Canadian firms the competitive edge they need to position themselves in a world market.
- The TCS helps companies to:
  - determine market prospects;
  - search for key contacts;
  - find information about visiting;
  - obtain information on local companies in specific countries;
  - undertake a range of promotional activities such as participating in local trade fairs.
- To help Canadian companies succeed abroad, we profile them in WIN Exports. This is a commercially confidential database of Canadian exporters and their capabilities. Companies that become members are entitled to international business leads from the International Business Opportunities Centre, to international promotion of their business, and to other benefits.
- Our Web site provides all the details about the TCS:  
<http://www.exportsource.gc.ca>.



## 9 Canada, the WTO and Trading Rules

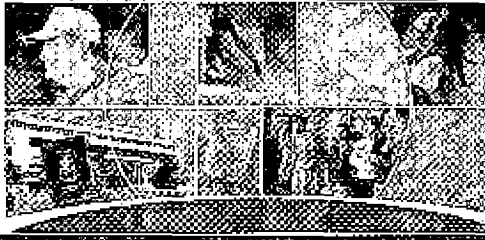
- Canada is working closely with the World Trade Organization to maintain and improve access for Canadian exports.
- The WTO is planning international negotiations on agriculture, services and a wide range of other issues.
- To support our work with the WTO, we are consulting Canadians — the business community, provinces and civil society — to identify Canadian interests and negotiating objectives.
- Canada is striving for increased transparency in the work of the WTO, and to ensure that the benefits of open and secure markets are better communicated to all Canadians.
- We want fair international trading rules. Why? Because we're a medium-sized country that sometimes cannot compete with countries that provide subsidies and other unfair advantages to their industries and farmers. We need rules that every country can work with. Canada can compete successfully, but the playing fields must be level and the rules must be clear and evenly applied.
- To reap the benefits of trading internationally, all players must know and agree to operate by the same rules in global markets. They must balance trade goals with a commitment to social justice and a sustainable world ecology.





## 10 Canada's Major Trade Agreements

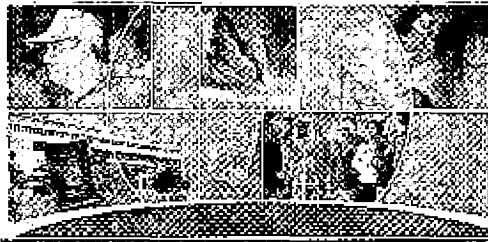
- The year 2000 marked the fifth anniversary of NAFTA, a rules based regime that has triggered impressive growth in Canadian exports to the world's top market. In addition, we are advancing Canadian trade and investment interests in the Americas, where our two-way trade has doubled in the last five years while our investment has tripled. We expect that our negotiations toward a Free Trade Area of the Americas (FTAA) will increase Canada's business opportunities even further.
- We are negotiating for a free-trade agreement with the EFTA countries that will improve our access to the European market. We are working to restore global economic stability and confidence through multilateral and bilateral cooperation. Canada will work with the G8 to strengthen the international financial architecture to help prevent and better manage financial crises.
- We are particularly concerned with the social impacts of the global financial situation and its effects on the most vulnerable. Canada, in collaboration with our major economic partners, is reviewing progress and considering needs for initiatives, regulation, international standards, sustainable exchange rate regimes and strengthening the International Monetary Fund and the World Bank.



## 11 How Canada's Economy and Trade Prospects Have Changed

- ❑ Canada used to be known as a commodity-based economy — grains, minerals and timber were the dominant export categories. These commodities continue to matter very much to Canada. But while commodities accounted for 65% of Canada's exports only two decades ago, they account for just 45% now.
- ❑ Canada has developed a much more sophisticated economy in recent decades — a knowledge-based economy. We have some of the best educational systems anywhere. In fact, the 1998 list ranking the top 40 electrical engineering programs in North America featured the names of 18 Canadian universities. Canadian schools produce the kind of know-how that fuels modern hi-tech industries such as our aerospace industry, the fifth largest in the world.
- ❑ The statistics illustrate the dramatic transformation into the so-called "new economy" that has been taking place within Canada's industrial sectors and export mix in recent years. Exports of telecommunications equipment, for example, increased 11% in 1999. Exports of the highly sophisticated automotive products sector increased by 24% in 1999, reflecting the competitiveness and active investment of this sector. Exports of services generating royalty and licence fees grew 31% that year. In each instance, Canadian contenders have taken on the global champions in their knowledge-intensive sector — and have prevailed.
- ❑ Canadians in communities across this country have shared the rewards of succeeding in the new economic era of business beyond borders. Our high level of global connectedness leads to jobs for Canadians, to enhanced competitiveness of our companies, to greater choice for consumers, and to a better quality of life for the country.





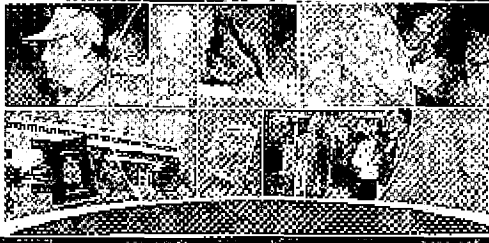
## 1 Key Messages

- ❑ In simple terms, diplomacy means the management of relations between nations, often requiring the making of treaties and international agreements. The focus of it has always been the resolution of issues of power between nations and individuals.
- ❑ For more than a century, diplomacy has played an important role in shaping Canada's relations with the world, creating a nation whose interests and representatives span the globe and extend into every sphere of human endeavour.
- ❑ It used to be that diplomacy was based only on governments speaking to governments. Citizens and non-governmental organizations had little influence. This is no longer true. Today we speak of "public diplomacy" because we engage foreign and Canadian citizens in the diplomacy we conduct.
- ❑ We want Canadians to be heard in Canada's foreign policy process. This dialogue is not only desirable, it's necessary. In today's rapidly evolving world, Canada's success as a society depends on the input of Canadians.
- ❑ A well-informed, engaged public strengthens Canada's will and ability to achieve its foreign policy objectives. Expressing our culture and values through diplomacy not only strengthens our voice internationally but also helps to promote Canadian goods, technology and expertise, and our national unity is strengthened when we project a strong, united Canada abroad.
- ❑ Public diplomacy is a fundamental part of successful foreign policy. Canada projects its influence by relying on public diplomacy to forge coalitions with like-minded countries and build alliances with civil society.
- ❑ One of our main goals is to work with like-minded countries and partners from civil society to promote respect for human rights and humanitarian law. This is diplomacy as we see it today.



# Public Diplomacy

- We have used our skills in public diplomacy most successfully during the landmines campaign, more recently in support of Canada's seat on the UN Security Council, and more generally in support of the rule of law, tolerance of diversity, human rights, and an open and fair trading system — all values that underpin Canadian foreign policy.



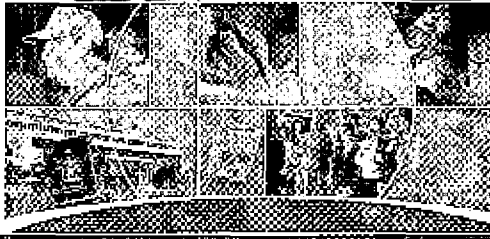
## 2 The Purpose of Public Diplomacy

- The purpose of public diplomacy is to foster a positive, informed perception of Canada abroad — a perception that is favourable to Canada's political and economic interests and that reflects Canadian values.
- Through public diplomacy, we can answer your questions and gain your point of view about Canada's foreign policy and our international trade and investment strategy. We can also share information on the role of the Department of Foreign Affairs and International Trade (DFAIT) and on the services it provides to Canadians.
- Outside Canada, public diplomacy is the means we use to promote our international trade and investment strategy, and to negotiate international treaties on issues, such as human security, that concern all nations.



## 3 The Tools of Public Diplomacy

- When we conduct public diplomacy in Canada, we use several means to explain what we do and why our work matters to Canadians:
  - Canadian ambassadors and other DFAIT representatives visit communities across Canada, speaking to service clubs, community organizations, schools and universities.
  - We periodically open our Ottawa headquarters to the public. More than 3000 people attended the first open house in 1998, learning about the work we do.
  - We publish a quarterly foreign policy magazine called *Canada World View*.
  - We also publish a bi-monthly trade newsletter called *CanadExport*.
  - We're making ourselves more accessible through the use of *technology*. For example, DFAIT has launched a "Canadians in the World" Web site linked to Industry Canada's SchoolNet.
  - We have installed interactive computer programs in selected passport offices across the country.
- We communicate with journalism schools with the aim of helping to develop tomorrow's foreign policy reporters.
- We run foreign visitors programs so that representatives of other nations can experience Canada.
- As part of our public diplomacy outside Canada, we run cultural programs in several of our missions abroad, notably in London, Paris, Tokyo and Berlin.



## 4 What We Hope to Gain from Public Diplomacy

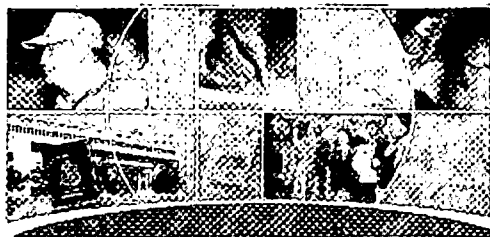
- On the international front, we hope to see that the leaders and peoples of other nations develop a greater understanding of Canada and its accomplishments, as well as our objectives, policies, and priorities.
- We also hope to see more foreign political and business leaders, decision makers, and opinion leaders experience Canada directly through exchanges and visits.
- Another favourable outcome would be increased exposure in foreign markets for Canadian artists and cultural and educational goods and services, leading to more successful marketing of these goods.
- We also want Canadians to understand the importance of exports and investment to job creation and prosperity for Canadians.





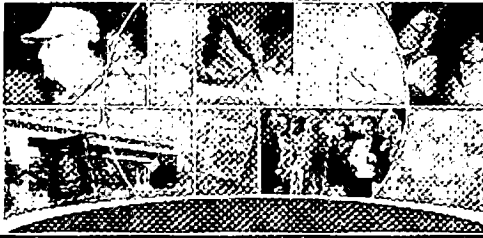
## 5 Canada's Public Diplomacy Successes

- ❑ Some of our more resounding successes have come from our use of public diplomacy to create a more humane world. For example, the "Ottawa Convention," which bans the production, transfer and use of anti-personnel mines, broke new ground in the field of diplomacy because it was the product of a coalition that included governments, international organizations, NGOs and private individuals. After the Convention was signed by 122 countries in December 1997, the "Ottawa Process" was launched — an effort to secure ratification by 40 countries in order to make the Convention a binding international legal instrument. That outcome was achieved in record time, and the Convention entered into force in March 1999. This enormous accomplishment makes us proud to be Canadian.
- ❑ Canada's diplomatic efforts have also seen success in the resolution to establish the International Criminal Court to prosecute crimes against humanity, the crime of genocide and war crimes. We worked hard to convince other nations to back this initiative.
- ❑ Canada's work as an international peacekeeper and peacebuilder is part of our public diplomacy success.



## 6 Diplomacy and the Projection of Canadian Values and Culture

- Cultural relations aren't just "icing on the diplomatic cake" — they are an integral part of the way we manage our foreign affairs. In fact, we have made the promotion of culture and values the third pillar of our foreign policy.
- We promote Canadian values and interests abroad by showcasing the richness and diversity of Canadian culture on the international stage. This contributes to the positive image that Canada enjoys around the world, helps to build lasting and productive relations, and supports exports by Canadian cultural producers.
- The Department's international cultural relations programs are divided into two groups: arts and cultural industry promotion; and international academic relations.
- DFAIT has funded or supported several hundred cultural organizations or individual artists in recent years to help generate favourable publicity for Canada.
- Foreign academics who study in Canada help to reinforce foreign perceptions of Canada's sovereignty and stability. Scholarships have brought foreign graduate students to Canada, and our youth and young-worker exchange programs have given young foreigners a Canadian experience while young Canadians have experienced life in other countries. We believe that when young people participate in these exchanges, international understanding increases and diplomacy becomes easier.
- The reopening of the Paris Cultural Centre in 1997 and of Canada House in London in 1998, along with the opening of the Cultural Centre in the new embassy in Berlin in 1999, have helped us promote Canada, our culture, products, and services. This is all part of our public diplomacy.
- To bring Canada's voice and values to the world, we are developing the Canadian International Information Strategy in partnership with other government departments and the private sector.



## 7 The Role of Communications in Public Diplomacy

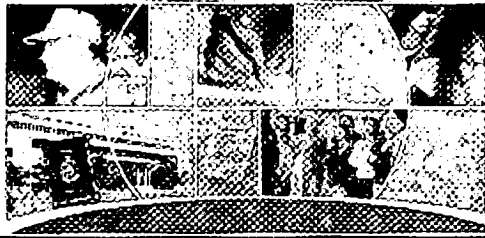
- Public diplomacy relies on the use of communications techniques to reach foreign audiences both directly and through traditional diplomatic channels.
- People around the world are increasingly informed and influenced by mass communication. That's why we are using information technologies and the Internet as much as possible to promote Canada's image, and presence on the international stage.
- Thanks largely to the cyberworld, borders that once tended to create closed societies are fast disappearing. And the number of parties directly involved in international diplomacy is expanding rapidly to include public, private and other participants.
- The proliferation of issues and actors has also increased the sheer volume of information that must be tracked, analysed and responded to, 24 hours a day, 7 days a week. As part of our work in public diplomacy, we must now cater to the heavy demands of a wired world.
- We have adapted our approach to diplomacy to make use of the latest developments in technology. The challenge of cyber-diplomacy will be to operate at peak efficiency in a world that is growing smaller, and at a pace that is growing faster.
- While time frames have contracted dramatically, we still must carefully select and analyse an ever-increasing amount of information when planning on an international basis. Negotiation skills, development and other sorts of support, military deployment — the traditional diplomatic "tool kit" — all these tools remain, but they must be re-calibrated for a very different world.
- In making the best use of our communications technologies, our overriding objective is to develop what we call a "smart" information-based foreign affairs and trade department.



"Smart" here means supplying "just in time and place" political, economic and cultural intelligence to achieve our critical foreign policy objectives with the resources available.

- Another major impact of communications on the conduct of diplomacy will be the move to a more "informed and informing" foreign service. When the Canadian News Network and the Réseau de l'information already have pictures of some international crisis back home before we can send in a representative, it becomes more important than ever for our diplomats to be able to quickly select, filter and analyse the information available from existing sources.
- We can find examples of other nations using the cyberworld to great effect in their own diplomatic efforts. For example, the excellent "Virtual Finland," or the U.S. Institute of Peace. This aspect of cyber-diplomacy can be expected to grow as the number of users expands.
- This will likely encourage a third aspect of the evolution towards cyber-diplomacy — the expansion of two-way communication between our Department and its clients at home and abroad, made possible by electronic communications, particularly the Internet.
- Already certain program delivery models, such as our Business Opportunity Centres, are using the standard PC as a powerful tool for transmitting valuable information on economic conditions and opportunities.
- These electronic links with our clients will expand our ability to shape consensus on specific issues when dealing with NGOs or other interest groups at home and abroad. We have already discovered that many of these groups are already well ahead of us in their ability to reach around the world to publish their position, and influence the public response on particular issues or events.
- Canada has always been an active participant in the world of international diplomacy. As we move into a new, technological era in human history, our transition to cyber-diplomacy is not a question of "why," but rather of "when" and "how".





Public speaking isn't everyone's cup of tea. While a lucky few may be natural-born speakers, most of us are not. However, being prepared and mastering a few basic skills can go a long way toward improving the entire public speaking experience — yours as well as the audience's.

With help from the Canadian Foreign Service Institute, we've compiled a few tips to help you prepare and perhaps make your next speaking engagement more effective. Even good speakers sometimes need a refresher course. Remember, if you are successful, so are we.

There are four points you should remember in order to be a better public speaker:

- Know your material well, and know what you want to achieve.
- Know your audience and address their needs.
- Project your enthusiasm for the topic.
- Make a strong and credible impression.

## Know Your Material

Boy Scouts and Girl Guides believe in being prepared. You should too. This is because a successful talk is 75% preparation and 25% delivery. Always focus on the purpose and consider the message the audience should hear. If they were to remember only 10% of your talk one week from now, what 10% would it be?

In order to be prepared, you might want to ask yourself:

- What is your main message? Clarify it in a simple sentence.
- How will you support your message?
- Will you use research, anecdotes, exhibits, analogies, testimonials or statistics?
- What resources will you use?



- Where will you find the necessary material?
- Who would be good people to interview?
- Will you use visual aids?

## Know Your Audience

It is important to analyse your audience and to address their needs. Ask yourself:

- Who are these people — students, seniors, business people?
- What is their level of knowledge or expertise?
- Why are they in the audience?
- What will you want them to do as a result of your presentation?
- Will they be interested? Hostile? Will you have to win some people over?
- Will any or all of the audience know you?
- Will the audience be culturally mixed?
- What do audience members have in common?
- Will the occasion have special significance to the audience?

## Be Enthusiastic

If you aren't enthusiastic about your topic, no one else will be. A good speaker sets the tone of the event and projects a positive message through voice, body language, eye contact, posture and knowledge of the subject.

Don't let nerves destroy your enthusiasm. Almost everyone is nervous about speaking in public. Once we realize it's a natural part of preparing for public speaking, we can concentrate on putting our nervous energy to work and making it work for us. How do we do this?

The first step is to assure ourselves that being nervous won't kill us; nor will it humiliate us.



The second is to remember that speakers who are a little anxious often give better presentations than speakers who are too calm.

The third thing to do is to read the following checklist and use it as a guide when you prepare for your next presentation.

Here are a few tips to keep in mind to overcome nervousness:

- Make sure you know your topic and you are genuinely interested in it.
- Learn as much as you can about your audience and the setting where you'll be giving your talk.
- Prepare your talk thoroughly. Lack of preparation is one of the chief causes of stage fright.
- Write your main points on a note card so you won't forget them.
- Practise your talk, but don't memorize the whole thing. However, it can help if you memorize your opening and close.
- Relax. Accept your nervousness as a positive influence. It will keep you alert.
- Take a short, brisk walk. Walking gets your body loosened up.
- Eat and drink with great care. Avoid anything that will make you thirsty or will make your throat dry.
- Talk to yourself. Give yourself positive messages and screen out distractions.
- Pay attention to your dress. Wear something that makes you feel and look professional while you remain comfortable. This will give you one less thing to worry about as you concentrate on your message.
- While waiting for your turn to speak, sit in a relaxed, even limp, position.
- Refer to your note card when necessary, but don't read to your audience.





## Make a Good First Impression

Making a good first impression is important. Here are a few questions you might want to ask yourself before getting up on a podium:

### **Do I present a positive attitude and a professional image?**

The way you choose to present yourself reflects your attitude toward yourself, toward others, and toward the organization you represent. The attitude you choose affects the way people judge you and the Department. Do you reflect an accurate picture of the Department?

### **What do I look like?**

Since body language and appearance reportedly account for 55% of your message, ask yourself the following questions:

- How is my posture? How do I stand, sit and move?
- Do I have any distracting habits?
- Do I maintain good eye contact?
- Do I project a healthy appearance?
- Is my clothing suitable? Are my accessories appropriate?

### **How do I sound?**

Voice accounts for about 38% of your message, so ask yourself:

- Is the tone of my voice natural and pleasant?
- Do I speak too slowly or too quickly?
- Do I sound sincere and convincing?
- Am I being heard by everyone I'm addressing?

### **What do I say?**

Although your words may account for only about 7% of your total message, you should evaluate your choice of words with questions such as:

- Have I used language that could be considered offensive, sexist or racist?



- Is my grammar correct?
- Do I speak with fillers such as "uh" or "um"?
- Is my vocabulary concise and appropriate?
- Do I make a credible impression?

## Presentation Skills Checklist

Every good presentation requires planning and assessment. Use the checklist below to help you prepare your talk. After each presentation, note any areas where you need to improve.

- Set basic objectives before planning a presentation.
- Analyse the needs and constraints of the audience.
- Outline the main ideas first and then incorporate supporting points.
- Include preview and review points to help guide the audience.
- Develop an opening to catch the attention of the audience.
- Develop a strong concluding statement.
- Use visual aids that are carefully prepared and easy to read to enhance your presentation.
- Rehearse in order to feel certain of your material, visual aids and delivery.
- Write only key words on a note card to avoid reading from a manuscript.
- Prepare answers to anticipated questions, and practise responding.
- Arrange seating (if appropriate) and check audiovisual equipment before the presentation.
- Speak with enthusiasm and with a strong, clear voice.
- Maintain good eye contact with the audience at all times, and use natural gestures.



## Assessment

Finally, always remember to assess your performance. All too often, we forget about this aspect of public speaking. But it's the only way that we get better! Consider the following questions during your self-assessment.

- Was the purpose of my presentation clear?
- Did I speak clearly and naturally?
- Did I speak to all people in the audience?
- Did I open with an "attention getter"?
- Did I choose appropriate evidence to support my points?
- Did I tell my audience what I expected them to do?
- Was my conclusion memorable?
- Did I project a positive feeling about the message?
- Did I achieve my objectives? Were they persuaded?

Compiled from the booklet Oral Communication, Centre for Professional Development, Department of Foreign Affairs and International Trade, 2000.