



Connecting Canada to the World

Prosperity Security Identity

STRATEGIC OBJECTIVES



KEY RESULTS





Strategic Priorities

MISSION

To act for Canada and all Canadians to enhance prosperity and security, and to promote Canadian interests, culture and values in the world.

STRATEGIC OBJECTIVES

Projecting Canada to the World:
Advancing Canada's interests abroad.

Serving Canadians Abroad:
Enabling Canadians to participate in the world.

Interpreting the World for Canadians:
Understanding Canada's interests.

Serving Government Abroad:
Enabling Canada's network abroad.

Forging an Innovative Organization:
Linking people, priorities, partners.

CONTEXT

- Government's Agenda (Speech from the Throne)
- Shared international agenda with domestic partners.
- New security threats.
- US pre-eminence in the world and growing Canadian economic interdependence with the US.
- Increasing unilateralism and selective multilateralism.
- Challenges and opportunities related to globalization.
- Increased pressure to address threats to the global environment and natural resources.
- Growing strength of key developing economies creating new global middle class.
- Migration pressures from the developing world.
- Influence of religion and ethnicity on international relations.
- Increasing role of non state actors.
- Increasing demands from Government of Canada's changing legal, regulatory and policy environment.
- Increasing demand by Canadians and other Government organizations for services abroad.
- Revolution in global communications - new digital culture - internet, satellite TV, 24/7 expectations.
- Ongoing resource constraints.

PRIORITIES

- Canada-US affairs (border issues, softwood lumber, security, and key international political issues).
- International threat reduction/war against terrorism.
- International Policy Framework and dialogue on foreign policy priorities.
- Africa Action Plan.
- Multilateral, G8 countries and other key bilateral relationships, i.e., China, India, Brazil and Mexico.
- Promotion of human rights, good governance, and rule of law.
- WTO and FTAA negotiations and capacity building.
- Government-wide coordination
 - International business development:
 - trade, S&T and investment promotion; and
 - Brand Canada initiatives abroad.
- Domestic communication and strategic partnerships.
- Managers' Forum and Human Resources Action Plans (official languages, diversity, learning).
- Modern management and working smarter (eg Trade Commissioner Service New Approach@Work and e3 initiative).
- Effective, integrated, client-centred service enabled by information technology and a professional workforce.