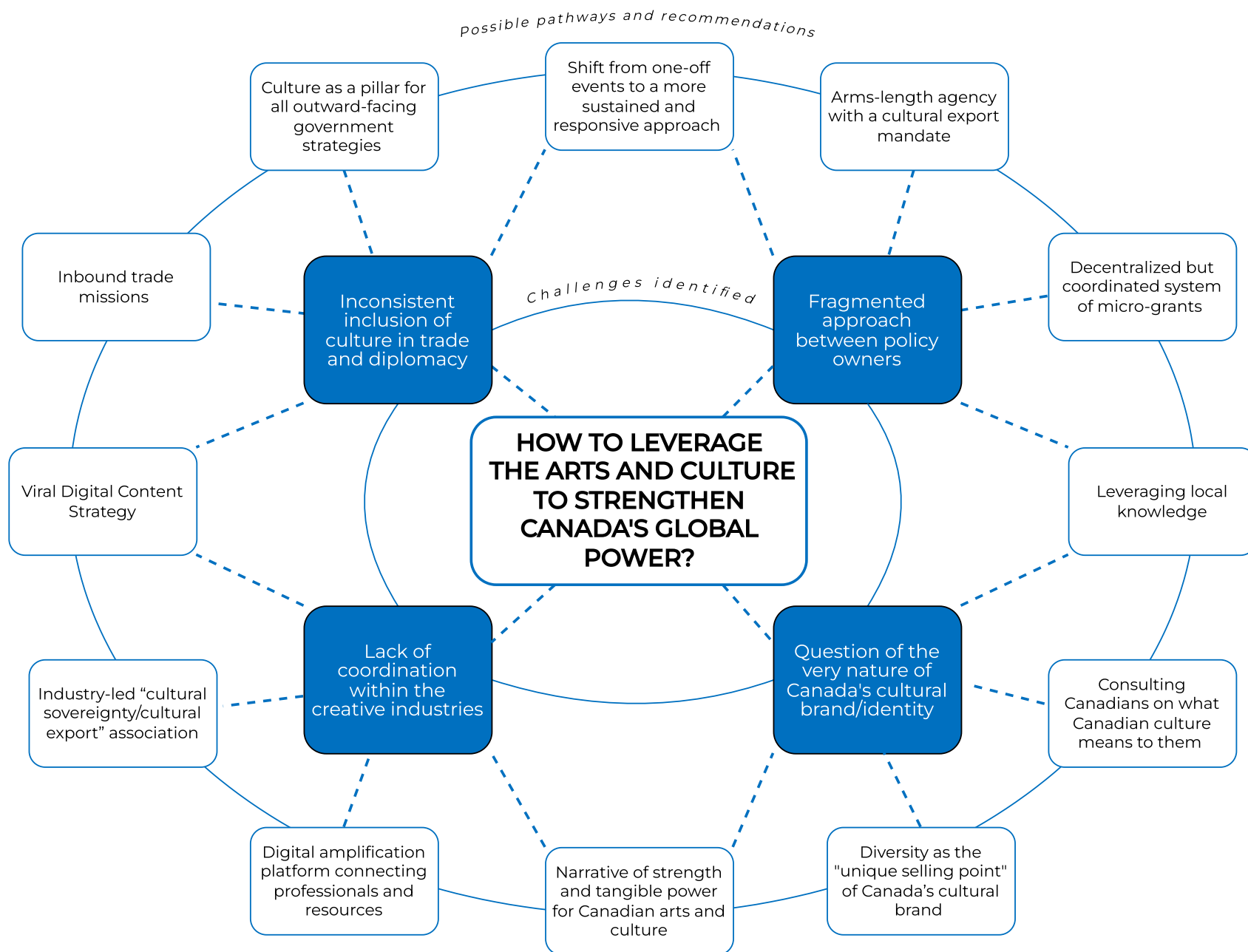


Leveraging Culture to Strengthen Canada's Global Power - What We Heard



Key Recommendations

- Develop a new entity to promote cultural internationalization as a form of economic diplomacy
- Systematically embed culture into government trade and diplomatic strategies
- Increase collaboration between federal, provincial, and local governments
- Be intentional and proud to build a Canadian cultural brand, domestically and abroad