

## **Public Affairs**

### **Telling Taiwan about Today's Canada**

The Canadian Trade Office in Taipei manages a very active public affairs program in Taiwan, organizing cultural events and exchanges, academic conferences and lectures, and conducting public information and media relations. The CTOT's central public affairs goal is to build an image of Canada as a "dynamic, competitive, high-tech, multicultural society". We see this rebranding -- or as we prefer to call it "image enhancement" -- as a necessary antidote to the common Taiwanese perception of Canada as pleasant but dull, peaceful but sluggish. Aside from presenting a more complete and accurate picture of Canada to Taiwanese, successful image enhancement will have positive spill-over effects in such areas as trade (particularly the high-tech sector), inward investment, academic and technical co-operation, and foreign student recruitment.

Our public affairs staff is small but we work closely with Taiwanese cultural and academic organizations. Similarly, we have leveraged our public affairs budgets through corporate sponsorship and by partnering with local cultural foundations, central and local government ministries, NGOs, and universities.

Our Cultural Affairs program is one of Canada's largest in the Asia-Pacific region. Over the past two years we have focused on three priority areas: film and video, aboriginal arts, and contemporary visual art. All of these find a receptive audience in Taiwan and make important statements about Canada as a modern, vibrant, and diverse society.

To give an idea of the volume and variety of our public affairs programming, here are some of the events that we have delivered over the past two months, and a list of CTOT events upcoming in Taiwan later this summer.

Fuller descriptions of many of these events can be found in the CTOT's public affairs webpage "From Far Formosa" [http://canada.org.tw/from\\_far\\_formosa\\_main.php](http://canada.org.tw/from_far_formosa_main.php)

## **CTOT PUBLIC AFFAIRS EVENTS FOR SUMMER 2001**

### ***CULTURAL EVENTS***

#### **Bata Shoe Museum Exhibit    Taipei, June 1--July**

An exhibition of selections from the Bata Shoe Museum collection at the National History Museum in Taipei in their attractive 4<sup>th</sup> floor gallery. This show, Bata's first exhibition outside North America, garnered immense publicity in the cultural, entertainment, and fashion media.

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