

# SCOTLAND'S INTERNATIONAL FRAMEWORK CANADA ENGAGEMENT STRATEGY



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# INTRODUCTION

## Why Canada?

Threads of Scottish influence are woven through the fabric of Canadian society. Scots-Canadians have been at the forefront of the foundation of the Canadian state, its government and public affairs. Sir John A. MacDonald, Canada's first Prime Minister, was born in Scotland. Many of its great universities and colleges bear the names of influential Scots who shaped their founding. As recently as the 2006 census, 4.7 million Canadians reported themselves to be of Scottish origin.

Scotland has in turn been shaped by Canada, as seen in the contribution of the vibrant Scottish diaspora in celebrating and preserving the traditions and languages of Scotland; the thrilling displays of Canada's contemporary performing arts in Scotland's festivals; and the vital role played by Canadian companies in Scotland's economy.

We will strengthen Scotland's relationship with Canada, building on recent exchanges and collaborations in areas as diverse as culture, social enterprise, technology development, energy, education, tourism and many others.

The Scottish Government will work closely with its agencies such as Scottish Development International (SDI), Creative Scotland and VisitScotland, as well as with organisations involved in priority sectors, to develop these links for the mutual benefit of both countries.

We will engage a range of organisations and communities across Canada, including national and Provincial Governments, Canadian academics, the Scottish diaspora, business and cultural communities, and civil society. We will connect with young Canadians to show them what contemporary Scotland has to offer and provide young people in Scotland with the opportunity to broaden their own horizons.

## Scotland's international ambitions

One of the key priorities of Scotland's Economic Strategy is internationalisation. The Trade and Investment Strategy published in March 2016 and the Phase 1 report of the Enterprise and Skills Review published in October 2016 both stress the importance of an open and international economy in achieving inclusive growth and prosperity. Our co-operation with Canada fully supports these ambitions. The aims of internationalisation are defined in Scotland's International Framework:

- *To create an environment within Scotland that supports a better understanding of international opportunities and a greater appetite and ability to seize them; and*
- *To influence the world around us on the issues that matter most in helping Scotland flourish.*

## Strategic objectives for engagement with Canada

Our International Framework has four strategic objectives, which shape our engagement with Canada. Our engagement reflects some of Canada priorities, matched with Scotland's expertise and interests.

The strategic objectives apply across a broad range of sectors and issues. In our engagement with Canada, we will focus on a number of key areas identified in the Scottish Government's Trade & Investment Strategy.<sup>1</sup> These include:

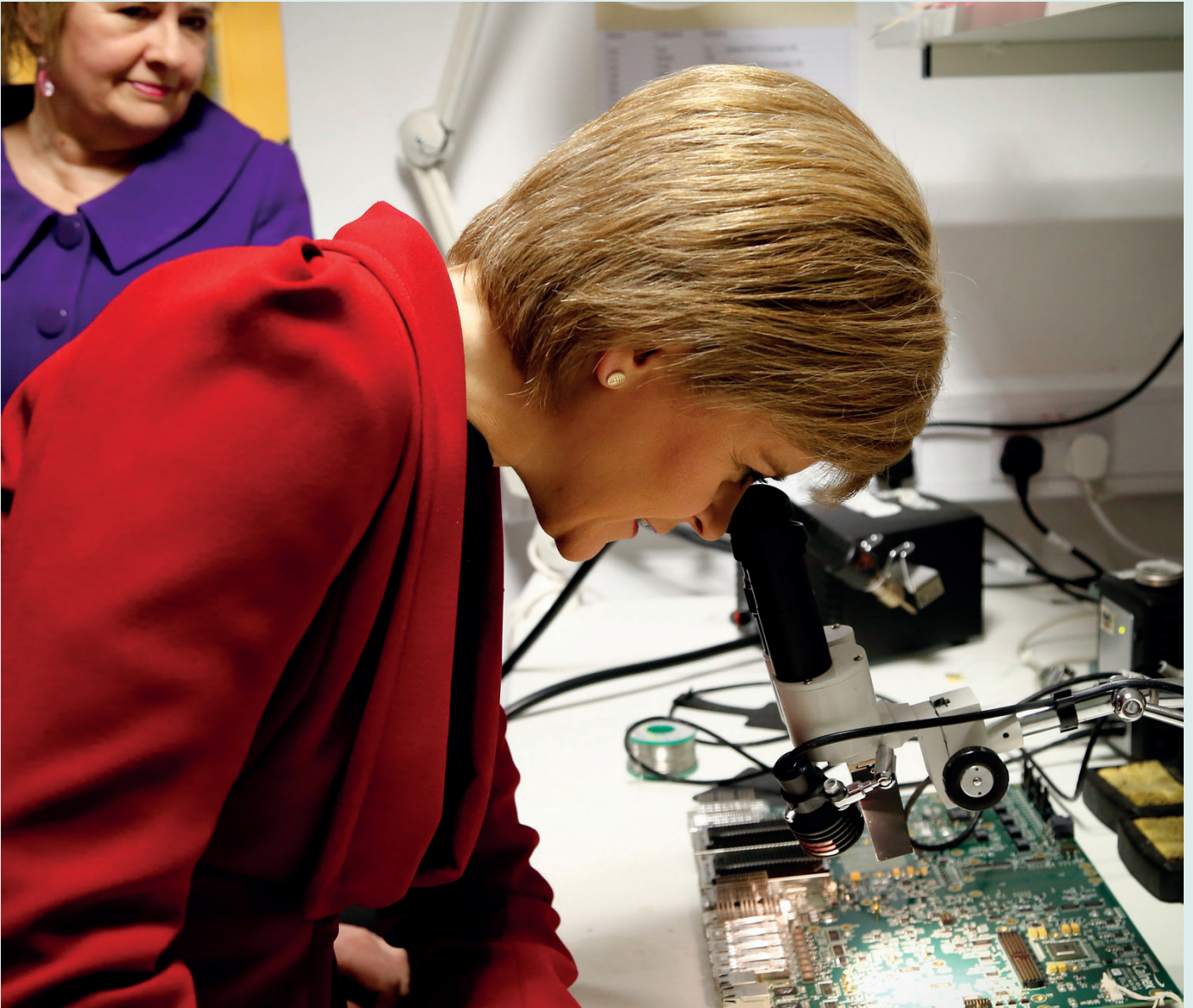
- Premium consumer products and services
- Digital, technology and high value manufacturing
- Skills, knowledge and innovation
- Healthcare and wellbeing
- Low carbon

In addition, we will exchange ideas and best practice in priority policy areas for Scotland, drawing on the Programme for Government.<sup>2</sup>

1 <http://www.gov.scot/Publications/2016/03/7779>

2 <http://www.gov.scot/About/Performance/programme-for-government>





'Growing Scotland's Economy' - First Minister launches the Scottish Government's Economic Strategy.

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# CANADA AND SCOTLAND

## COLLABORATION BETWEEN CANADA AND SCOTLAND IN:



TRADE AND  
INVESTMENT



EDUCATION



PUBLIC DIPLOMACY  
AND GOVERNMENTAL  
EXCHANGE



DIASPORA  
ENGAGEMENT



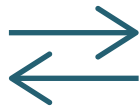
RESEARCH,  
INNOVATION AND  
ENTREPRENEURSHIP

**DIRECT FLIGHTS**  
FROM GLASGOW  
AND EDINBURGH  
**TO TORONTO**



**£470 MILLION** EXPORTS FROM  
SCOTLAND TO  
CANADA IN 2015

SCOTLAND AND CANADA  
CONSISTENTLY TOP 20  
**TRADING PARTNERS**



IN 2014/15 SCOTTISH DEVELOPMENT  
**INTERNATIONAL ASSISTED**  
82 COMPANIES TO MARKET



CANADA IS ONE OF  
SCOTLAND'S BIGGEST  
**INWARD INVESTORS**

CANADA IS SCOTLAND'S  
**SIXTH MOST IMPORTANT**  
SOURCE OF INTERNATIONAL STUDENTS



AROUND 45 CANADIAN  
OWNED BUSINESSES IN  
SCOTLAND, EMPLOYING  
**3630** WITH AN ESTIMATED  
TURNOVER OF **£3,449 MILLION**



**1070 CANADIAN STUDENTS**  
IN SCOTLAND IN 2015/16



**223 SALTIRE SCHOLARSHIPS**  
AWARDED TO CANADIAN STUDENTS  
BETWEEN 2011 AND 2016

**IN 2015**  
32,000 OF SCOTLAND'S  
POPULATION **BORN**  
**IN NORTH AMERICA**



**IN 2015**  
21,000 OF SCOTLAND'S  
POPULATION **WITH**  
**NORTH AMERICAN**  
**NATIONALITY**

**98,398 VISITS TO SCOTLAND FROM CANADA  
IN 2015, WITH A TOTAL SPEND OF  
£65.73 MILLION OVER 984,526 NIGHTS**



**NATIONAL THEATRE OF SCOTLAND  
TOURED THE AWARD-WINNING  
JAMES PLAYS TO THE LUMINATO  
FESTIVAL IN TORONTO IN 2016**

**FESTIVALS EDINBURGH  
IS WORKING WITH  
MONTREAL'S QUARTIER DES  
SPECTACLES TO CREATE  
A DIGITAL ARTS HUB**



SCOTTISH ARTISTS REGULARLY  
FEATURE AT CANADA'S FAMOUS  
MUSIC FESTIVALS - EAST COAST MUSIC WEEK  
**AND CELTIC COLOURS**



TRANSATLANTIC SESSIONS FEATURE ANNUALLY  
IN CELTIC CONNECTIONS, SCOTLAND'S  
**BIGGEST FOLK MUSIC FESTIVAL**

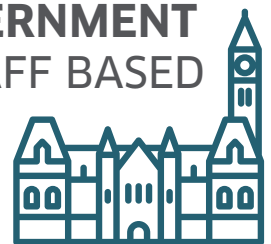


**17**

GLOBALSCOTS



**SCOTTISH GOVERNMENT  
MEMBER OF STAFF BASED  
IN TORONTO**



**SCOTTISH DEVELOPMENT  
INTERNATIONAL  
OFFICE IN TORONTO**



TORONTO

# STRATEGIC OBJECTIVE 1 – GLOBAL OUTLOOK

## Aim

To enhance Scotland's global outlook, we will embed internationalisation and create an environment which encourages knowledge exchange. We will provide targeted support to our people, businesses and institutions to help them to seize international opportunities. We must also understand the impact of our work on others.

## Trade and Investment

Canada has been consistently in the top 20 export markets for Scottish companies since 2002<sup>3</sup> and is one of the top ten sources of foreign direct investment.<sup>4</sup> Scotland's sectors of energy, life sciences, financial services, food and drink, creative industries and tourism have much to offer and gain from increased engagement in the Canadian market and collaboration with Canadian companies. We will work with SDI and other partners to support Scottish companies to make the most of these opportunities.

## Education

Canada is consistently strong in measures of quality and equity in education. Increasing the number of partnerships between Scottish schools, colleges and universities with their Canadian counterparts can, over time, lead to a wide range of reciprocal benefits. Exposure to the history and culture of Canada can add to the richness and diversity of Scottish students' education, developing their world view and increasing their awareness of global issues. Exchange programmes support networks of individuals with strong personal and professional connections between the two countries. These connections will strengthen the level of collaboration in academic research and contribute to the economy through, for example, the contribution of international students and the collaboration and commercialisation of research and development.

## What is our long-term ambition?

- Support more Scottish companies to successfully do business in Canada.
- Increase Scottish exports to Canada.
- Increase and diversify investment in Scotland from Canadian companies and institutions.
- Encourage greater flows of talent and knowledge between Scotland and Canada.

3 <http://www.gov.scot/Topics/Statistics/Browse/Economy/Exports/ESSPublication/ESSEExcel>

4 <http://www.ey.com/uk/en/issues/business-environment/ey-attractiveness-survey-2016-uk>



# STRATEGIC OBJECTIVE 2 – RELATIONSHIPS AND PARTNERSHIPS

## Aim

We will work with partners to share local knowledge and build bilateral relationships and networks. We will use these connections to create and shape opportunities of value to Scotland. We will continue to be a good global citizen, making distinctive contributions to addressing global challenges such as climate change, tackling inequality and promoting human rights.

## Public Diplomacy and Governmental Exchanges

The Scottish Government is keen to promote a greater understanding of modern Scotland and the opportunities that our nation can offer Canada in the 21st century. Our *One Scotland* approach in Canada provides the capacity to pursue a programme of public diplomacy. This will make the best use of opportunities to promote a greater awareness of what modern Scotland has to offer in the areas of business, science and innovation, education and culture, while respecting our historic traditions. The federal nature of government in Canada coupled with the diversity of its provinces means that engagement can be targeted both at a Federal and Provincial level.

## Diaspora Engagement

Scottish culture has thrived across Canada, largely as a result of the large and passionate community of Canadians with an ancestral or cultural connection to Scotland. This community is complemented by a wider network of people who have business, academic or other professional connections that span the two countries. Many are willing to share their knowledge and expertise. The Scottish Government and its agencies will play a leading role in facilitating that exchange.

## Research, Innovation and Entrepreneurship

Both Scotland and Canada have a worldwide reputation for research excellence particularly in the environmental and life sciences, ICT and energy technologies. Developing connections between research institutions in these areas will reinforce the growth of Scotland's knowledge economy.

In Canada we recognise a country that shares Scotland's view on the importance of values-based business to achieve our social and economic goals. This is an area in which Scotland and Canada will be able to share examples of best practice, both in terms of policy development and business practice, with social enterprise a priority area for engagement.

## What is our long-term ambition?

- Foster stronger governmental and legislative links between Scotland and Canada, promoting relations between the Canadian federal and provincial government and parliaments on topics of common interest and promote an exchange of best practice in policy development.
- Raise awareness among Canadian provincial authorities and Canadian society more generally of what modern Scotland has to offer.
- Strengthen links with the Canadian Government through the Canadian High Commission in London, and identify ways in which the knowledge, experiences and enthusiasm of the Canadian community in Scotland can be engaged in helping build stronger links with Canada.
- Build new relations and strengthen existing links within the GlobalScot network in Canada and other networks with a strong affinity for Scotland.
- Develop research and commercial collaborations between Scottish and Canadian academic institutions and companies.
- Build on developing connections between Scotland and Canada in the field of social enterprise.





↑  
Graduates on Calton Hill

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↑  
The Falkirk Wheel

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## STRATEGIC OBJECTIVE 3 – REPUTATION AND ATTRACTIVENESS

### Aim

We are committed to building our reputation and international attractiveness by celebrating and promoting our culture and values, boosting our export performance, ensuring that Scotland remains an attractive location for investment and building on our education research capability.

Scotland's culture and heritage are widely recognised across Canada, particularly our history, traditions and ancestry. Scotland's cultural bodies and agencies continue to maintain and build on that recognition. We will seek opportunities to promote the best of Scottish culture to Canada to maximise the impact of Scotland's unique cultural assets. We will encourage cultural collaborations between both nations that play both our strengths with a focus on Scotland's creative industries.

Growing Scotland's tourism industry is a key element of our Government Economic Strategy. Canada is one of Scotland's biggest overseas tourism markets with potential for further growth. We will continue to promote the attractiveness of Scotland as a tourism destination of choice.

### What is our long-term ambition?

- Continue to promote our cultural assets in Canada to ensure that Scotland is a top destination to visit, study, invest and work.
- Develop opportunities for Scottish cultural bodies, organisations and individuals to perform and exhibit in Canada.
- Create sustainable opportunities for Scotland's creative industries.
- Identify opportunities to grow Scotland's leisure and business tourism in Canada.

### Delivery

This strategy describes how the objectives set out in the Scottish Government's International Framework will be achieved in relation to Canada. As such, reporting on progress in developing our relationship with Canada will be included as part of the regular updates that we will publish on the International Framework.

## Additional sources

<http://www.gov.scot/Topics/Statistics/Browse/Economy/Exports/ESSPublication>  
<https://www.hesa.ac.uk/>  
<http://www.sdi.co.uk/>  
<http://www.globalscots.com/>  
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/internationalmigration/datasets/populationoftheunitedkingdombycountryofbirthandnationality>  
[http://ec.europa.eu/eurostat/cache/metadata/en/educ\\_mo\\_esms.htm](http://ec.europa.eu/eurostat/cache/metadata/en/educ_mo_esms.htm)  
[http://www.visitscotland.org/research\\_and\\_statistics/visitor\\_research/visitor\\_surveys/scotland\\_visitor\\_survey.aspx](http://www.visitscotland.org/research_and_statistics/visitor_research/visitor_surveys/scotland_visitor_survey.aspx)  
[www.visitbritain.org/nation-region-county-data](http://www.visitbritain.org/nation-region-county-data)

## Find out more from some of the organisations involved

- Scottish Government <http://gov.scot>
- Scottish Development International <http://www.sdi.co.uk/>
- Scottish Funding Council <http://www.sfc.ac.uk/>
- GlobalScots <http://www.globalscots.com/>
- Universities Scotland <http://www.universities-scotland.ac.uk>
- Creative Scotland <http://www.creativescotland.com/>
- Edinburgh Festivals <http://www.edinburghfestivalcity.com/>
- Saltire Scholarships <http://www.scotland.org/study-in-scotland/scholarships/saltire-scholarships>
- VisitScotland <http://www.visitscotland.com/>
- Falkirk Wheel <http://falkirk-wheel.com/>
- Celtic Connections <http://www.celticconnections.com/Pages/default.aspx>
- East Coast Music Canada <http://www.ecma.com/>
- National Performing Companies <http://gov.scot/topics/artsCultureSport/arts/Sponsored-bodies/NationalPerformingCompanies>



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