It’s time to kiss and make up

The Canadian-Brazilian romance is heating up, say Edgar Dosman and Ken Frankel

Who can explain why classmates who irritated each other through high school kindle a romance 25 years later at the reunion? Perhaps the changes in personal circumstances and surroundings have altered their perceptions of themselves and others. Perhaps they have dropped their pretenses. Perhaps they realize they just need each other.

For all of these reasons, Canada and Brazil may have finally locked eyes across the gym floor. Prime Minister Paul Martin will meet Brazilian President Luiz Inacio Lula da Silva on Tuesday in an attempt by both to hasten the walk toward each other after years of misunderstanding and annoyance.

Mr. Martin has said that developing better relations with Brazil is a priority for Canada. By simply mentioning Brazil as one of three emerging world powers in his Throne Speech, he has gone further than any of his predecessors. As obvious as Brazil’s importance may seem to the rest of the world, Mr. Martin’s statement was a breakthrough among Canada’s senior Foreign Affairs establishment, which has had a historically difficult time understanding that Brazil has become a confident global actor and an essential partner. Ironically, Canada’s relations with Brazil have been the least successful of its Latin American engagements. Mr. Martin’s team knows that it must change.

Brazil belongs to a small category of countries, including India and China, that Canada wants to do business with. It is a major market, and its need for our resources is perhaps its greatest attraction. There is a growing direct investment in Brazil and a desire to look beyond the stereotype and formalize the relationship.

In recent years, Canada has become a major player in the Brazilian economy. It is involved in the construction of the nation’s largest power plant and in the development of the oil and gas sector. The country has also become a major investor in Canada, with companies such as Vale SA and Petrobras investing in key sectors.

Canada is also involved in the Brazil-North American Free Trade Agreement (NAFTA), which is a key part of its bilateral relations with the country. The agreement, which came into effect in 2008, has had a significant impact on Canada’s trade with Brazil.

Canadian companies have also been active in the Brazilian market, with a growing number of Canadian firms setting up operations in the country. This has been driven by the desire to tap into the large domestic market and to take advantage of the country’s growth potential.

In addition, Canada and Brazil have been working together on a number of international issues, such as climate change and security.

The relationship is also important from a political perspective. Brazil is a key player in the BRICS group of emerging economies, and Canada has had a long history of engagement with Brazil and the other BRICS countries.

Despite these positive signs, there is still work to be done to fully realize the potential of the Canada-Brazil relationship. Both countries need to continue to work on improving their economic and political ties, and to ensure that their cooperation is reflected in stronger bilateral ties.

The goal is to build a strong, vibrant relationship that benefits both countries and their citizens. With the right leadership and commitment, this relationship has the potential to become one of Canada’s most important partnerships in the world.