



Ambassador Reg. E. Dorrett cuts the ceremonial ribbon for the exhibition "Lines, Circles and Squares". Holding the ribbon is Ronni Tapia, director marketing and promotion, Cultural Center of the Philippines.

Ambassador Dorrett Opens Exhibition of Abstract Art

The Canadian Embassy in cooperation with the Cultural Center of the Philippines (CCP) brought to Filipino art enthusiasts a preview of Canadian abstract works with the *Lines Circles and Squares* exhibit at the CCP small gallery 12-30 November 1983.

The collection consisted of 26 prints and drawings which reflected the popular style that dominated printmaking during the 60's and 70's. Nineteen Canadian artists, more featured namely: Charlotte Brainerd, Brian Fisher, Luba Genush, Brent Gifford, Reginald Holmes, Richard Lacroix, Norman McLaren, Michael Morris, Robert Savoie, Jacques Simard, Gordon Smith, Pierre Clerk, Francois Dallegret, Peter Deutsch, Augustin Filipovic, Takao Tanabe, Francois R. Thepot, George Tiessen, Claude Tousignant.

Canadian Ambassador Reg. H. Dorrett opened the exhibit with CCP director for promotions and marketing Ronni Tapia who represented CCP President Lucretia Kasilag. Various personalities from the literary and art circles as well as members of the foreign community and officials from the diplomatic corps attended the opening.

Initially presented in Canberra, the exhibit was shown in Manila on the first leg of an ASEAN tour. It goes next to Jakarta.

IDRC Conducts Workshop on Multi-language Publishing

A global network to facilitate the transfer of agricultural knowledge from one language to another was proposed by more than 60 communication specialists at an international workshop held in the Philippines, 28 November - 1 December 1983.

The workshop on *Co-publication: Strategies for Multilanguage Publication in Agriculture* was perhaps the first to focus on strategies to alleviate the language barrier in agricultural development. For the workshop, "co-publication" was defined as cooperative endeavours whereby the original publisher of a book or other communications tool grants a second agency permission to adapt, translate, publish, and disseminate that material in another language.

Workshop sponsors were the International Development Research Centre (IDRC) of Canada and the International Rice Research Institute (IRRI). The meeting attracted publishers, scientists, communication specialists, and administrators from national and international agricultural research centers, extension agencies, private publishing houses, and development groups in Asia, Africa, and Latin America.

Participants agreed that, when possible, ways would be found to facilitate the exchange of artwork and printed matter, tapes, and other communications materials. It was recognized that cooperating publishers often must not only translate, but also modify and adapt materials to suit local priorities and needs. The need for exchange of information across national borders on

policies and methods to facilitate multi-language publication was identified as a priority. Suggested methods to accomplish these objectives included newsletter announcements of the availability of agricultural materials for adaptation and translation; the publication of guides reviewing methods and policies related to publication in a number of languages; participation in bookfairs; and research to evaluate the effectiveness and cost benefits of such collaborative ventures.

Such global exchanges require international cooperation, and a multilanguage communication network for agriculture was recommended.

A pilot project to examine the feasibility of such a network was proposed and a steering group was formed to guide its implementation. Steering group members are Michael Graham, IDRC, Singapore; A Jayusman, Bhartara Karya Aksara Publishers, Jakarta, Indonesia; Ubaldino Dantas Machado, EMBRAPA (Brazil's national agricultural research agency), Brasilia; Hernan Rincon, International Potato Center, Lima, Peru; Mamadou Seck, Nouvelles Editions Africaines Publishing House, Dakar, Senegal; Richard Stewart, International Livestock Center for Africa, Addis Ababa, Ethiopia; Datus C. Smith, Jr., The Asia Society, New York, USA; Wang Pei-Lin, Shanghai Scientific and Technical Press, Shanghai, China, Keith Richmond, Food and Agriculture Organization, Rome, Italy; and Thomas R. Hargrove, International Rice Research Institute, Philippines.

Ontario Trade Mission in Manila

A ten-member Ontario trade mission, sponsored by the Ontario Ministry of Trade and Industry visited Manila 9-14 October 83, and held a wide range of consultations with Philippine business and government officials to investigate opportunities for increased trade.

The mission included manufacturers of combustion catalysts, mining and agriculture equipment, conveyor belt vulcanizers, ductile pipes plus companies in the architectural, consulting engineering, trading and importing fields.

Despite the current difficult economic environment in the Philippines, the mission members not only renewed contacts with their established representatives, but several companies selected representatives to develop a long-term marketing strategy to place their products in this market-place.

The businessmen were part of a large group visiting the ASEAN region along with Ontario Premier William Davis and Industry and Trade Minister Frank Miller.

Canadian Assistance to Philippine Dairy Sector

As most non-marginal land in the Philippines is already under cultivation, efforts to increase agricultural output and small farm incomes are being directed towards improving productivity and diversifying production in areas other than the basic food commodities. The government has given a high priority to increasing milk production in order to achieve a degree of food security and to reduce imports.

An Agriculture Canada six-member study team recently completed a two-week technical assistance visit to the Philippines. The mission, with assistance from the Philippine Dairy Corporation, will prepare a detailed pre-feasibility study and master development plan on the location of a pure breed dairy stock farm in Sagobia, Tarlac as well as to complete an analysis of the overall dairy industry with a view to assessing the most appropriate way for Canada to assist in this sector.