

international cultural relations have, simply stated, one essential purpose—to enhance Canada's presence in the rest of the world and to enhance the presence of the rest of the world in Canada. This was signalled thirty years ago by the Massey-Lévesque Commission when it observed, "the promotion of international exchanges in the arts, letters and sciences would increase Canada's prestige in other countries. It would give the worker in the creative arts a wider export market and in return would enrich the cultural fare received by Canadians from abroad". Yesterday's astute observation is a fundamental goal today.