

The same argument applies elsewhere in the world. In Asia, which received 9.26 per cent of Canadian exports last year (as opposed to 10.56 per cent to Western Europe), the market potential of Indonesia, Korea and India, to name but a few, is enormous. In order to exploit this potential, Canada must be better known and understood, and, above all, must exhibit a genuine interest in broadening and deepening existing relationships.

The potential is there, as are the channels of communication and the human resources. The political will is manifestly present, the private sector interested.

Inasmuch as such potential for revitalized political and commercial relations can be enhanced by stepped-up, more narrowly focused, non-academic cultural programs, so also is there enormous benefit to be derived from increased levels of academic interest and exchange. Here there is a role for the Government and, perhaps, a more important role for Canadian universities. Governments' budgets will be limited for some long time, as indeed will your own. We can begin to realign our priorities.

Perhaps the next contribution towards endowment for a Chair in Canadian studies should not be at a major university in the industrialized world, but rather in some of the less travelled areas to which I have just referred.

For its part, the Canadian academic community does participate directly in the promotion and constructive exploitation of Canadian interests abroad. The considerable international reputation of CIDA, CUSO/SUCO and a number of Canada-based international volunteer organizations bear witness to the quality of their contribution. Over the past 20 years Canadian teachers, advisers and technicians have developed a wealth of knowledge and experience throughout the Third World as they worked under contract to the Canadian International Development Agency. Perhaps more attention should be paid to this pool of accumulated experience. No doubt the public and private sectors dealing with the projection of Canada's international image could benefit from regular consultation with returned CIDA and CUSO/SUCO volunteers.

It is particularly heartening to hear of imaginative projects such as Michael Oliver's plan to revitalize Makerere University in Uganda. I understand his intention is to send Canadian academics on short-term assignments under AUCC and CIDA auspices to bolster the infrastructure of the university that was once the pride of East Africa. Such initiative is extremely welcome.

In discussing the effective promotion of knowledge of Canada and Canadians abroad, I have unfortunately had to refer to the contributions from the academic world, the Canadian cultural establishment, the private and the public sectors as if these were totally distinct environments. It is encouraging to see that the barriers between these various parts of Canadian society are beginning to dissolve. There are some important recent examples within the federal bureaucracy. Grant Reuber, the newly appointed Deputy Minister of Finance, has moved freely from the academic world to Ghana, where he managed an important project for CIDA, to the Bank of Montreal and from there to the federal bureaucracy. Similarly, Jim Gillies has moved easily from univer-

---