
trade economists share a common interest in promoting efficiency. More efficient production reduces the drain on scarce resources such as raw materials and energy, and limits the demands placed on the regenerative capacity of the environment.

Efficient use of land, labour and capital is also at the heart of development efforts to combat poverty and satisfy human needs. Allowing the most efficient producers to provide the world with its goods and services is the principal rationale for an open trading system. We will ensure that Canadian foreign policy promotes sustainable development globally through the careful and responsible balancing of trade, development and environmental considerations.

Culture and education are vital to our success.

Sir Wilfrid Laurier said in 1877 that the only way to defend one's ideas and principles is to make them known. That statement is a good illustration of the Government's strong desire to actively promote and defend, on the international scene, the interests and values that Canadians hold dear.

The Special Joint Committee rightly underscores the importance for Canada of promoting its culture abroad:

- First, in the short term, the economic activity generated by cultural, scientific and educational activities is extremely important for Canada's economy. Canada's cultural industries have experienced unprecedented growth in the past ten years, and provide employment to hundreds of thousands of Canadians, mainly through exports. Canada also excels in the field of higher education: 60,000 foreign students have chosen our colleges and universities at which to study or to perfect their skills. The presence of foreign students in Canada, and the export of our skills in this field, yield economic benefits on the order of \$2.5 billion. In the next five years, the Government will establish a network of up to ten educational centres in the Asia-Pacific region to promote Canadian educational institutions.
- Second, in the medium- and long-term, a country that does not project a clearly defined image of what it is and what it represents, is doomed to anonymity on the international scene. Only Canadian culture can express the uniqueness of our country, which is bilingual, multicultural, and deeply influenced by its Aboriginal roots, the North, the oceans, and its own vastness. As John Ralston Saul stated in his study submitted to the Special Joint Committee: "Canadian culture is the vision of a northern people who, despite substantial and constant