

RELATIONS PROGRAMME DESIGNED TO ENCOURAGE THE DEVELOPMENT OF CANADIAN STUDIES IN JAPAN AND JAPANESE STUDIES HERE IN CANADA. WE ARE ALSO ACTIVELY FACILITATING INCREASED EXCHANGES OF SPORTS GROUPS, ACADEMIC, THEATRE AND YOUTH GROUPS IN ORDER TO HELP STIMULATE MUTUAL UNDERSTANDING.

THE CHALLENGES OF FOSTERING GREATER INSIGHTS AND CHANGING THE TRADITIONAL IMAGES APPLY EQUALLY IN THE TRADE AND ECONOMIC FIELD. WE HAVE ALREADY DEVELOPED A RELATIONSHIP WITH JAPAN IN THIS AREA WHICH IS OF CONSIDERABLE IMPORTANCE AND MUTUAL BENEFIT. THIS IS A FACT OF WHICH WESTERN CANADIANS, WHO HAVE SUPPLIED THE OVERWHELMING PROPORTION OF OUR \$2.4 BILLION IN EXPORTS TO JAPAN IN 1976, ARE ALREADY VERY MUCH AWARE. ALSO OF TREMENDOUS SIGNIFICANCE TO WESTERN CANADA IS THE FACT THAT JAPAN'S NEEDS HAVE BEEN OF A MAGNITUDE SUFFICIENT TO JUSTIFY EXPANSION OF CANADIAN PRODUCTION FOR THE SPECIFIC PURPOSE OF MEETING THIS DEMAND. COAL, RAPESEED, COPPER AND LEAD ORES AND CONCENTRATES, PORK, HERRING ROE AND PULP ARE ONLY A FEW EXAMPLES. AT THE SAME TIME, CANADA, WITH IMPORTS FROM JAPAN OF \$1.5 BILLION IN 1976, CONTINUES TO BE ONE OF THE LARGEST PER CAPITA PURCHASERS OF JAPANESE CONSUMER ELECTRONICS AND AUTOMOBILES.

WE MUST ALSO ADMIT HOWEVER THAT WE STILL KNOW TOO LITTLE ABOUT EACH OTHER, THAT MISCONCEPTIONS PERSIST ON BOTH SIDES AND THAT IN MOST QUARTERS WE ARE NOT YET SUFFICIENTLY AWARE OF THE POTENTIAL FOR OUR RELATIONSHIP. I AM CONVINCED THAT TREMENDOUS OPPORTUNITIES STILL AWAIT US IN THE AREAS OF TRADE, INVESTMENT, JOINT VENTURES AND TECHNOLOGICAL EXCHANGES.