

Embassy and Consulates General. Indeed, Manitoba and Ontario both hired the same consultant as the Embassy to provide advice on Garrison and toxic waste respectively.

The possible choice of a U.S. nuclear waste repository near the Canadian border stirred anxieties in the Eastern Townships of Québec and then in New Brunswick and Manitoba. In all these cases we have found it essential for some years to become involved in these domestic decision making processes.

Another dimension of Canada-USA relations warrants attention in this regard: that Canada and Canadian interests remain abysmally unknown in the U.S. Over 60% of Americans still believe that Japan is their largest and most important trading partner. Only 16% of Americans identify Canada as America's number one trading partner. Striving for greater recognition of Canada in the U.S. is a necessary precondition in attempting to define more clearly our interests and our importance to U.S. interests in the eyes of American opinion leaders and decision-makers at every level. It is only on the basis of more informed American decision makers that we can avoid being side-swiped by American actions often directed at other targets.

The complexity of American decision-making processes, the significance of our interests at stake, and our general lack of visibility in the USA all help to explain in large part why the previous Government decided on the need for engaging the services of expert American consultants. Such expertise or services are not engaged to duplicate the activities of our Embassy or Consulates. The intent is to rely on such services to complement or bolster the efforts of our own official representatives, or to carry out tasks which are beyond their capacities.

It has not been the Government's practice to hire American consultants - or lobbyists, if you will - to make representations on Canada's behalf with the Congress or the Administration. On the contrary, it has been found that this type of activity is more appropriately and more effectively done by the Embassy or other representatives - whether officials or in many cases Members of Parliament - of the Government. Access to American decision makers has not been a problem for Canada.