

Even if the passage of time has eased some of the post-independence strains between African states and their former colonial masters, there are still quite a few situations where governments would prefer to deal with a country like Canada that has no colonial past; and if I may add a personal note, I have the feeling that our response has not always met with the expectations of the Africans. As they say on Madison Avenue, we must try harder; and I intend to try harder.

I turn briefly to the wider political and cultural framework of Canada's African diplomacy.

Since the nineteen fifties Canadian participation in the United Nations and in the Commonwealth has been a basic element in our foreign policy; in the nineteen sixties la francophonie was added to this framework. The multilateral connections between Canada and the African states forged in these various bodies had the natural result of causing us to develop our bilateral relations with the countries involved.

Today our relations with Africa are perhaps entering a new phase. We must continue to support the three multilateral bodies I have mentioned. On the other hand, we cannot afford to regard the African states simply as emanations of some multilateral institutions of which we are both members.

The point I wish to make is that, in developing our policies, it is now essential for us to consider the particular needs, aspirations and circumstances of *each* of the African countries with whom we have diplomatic relations. We are now more aware than previously of the necessity of balancing our relationship with these countries by placing more emphasis on bilateral matters and looking at areas of mutual interest other than aid and technical co-operation. I'm thinking of general policy consultations, cultural affairs, and broader economic co-operation. This adjustment will require us to demonstrate both flexibility and imagination. In each case we will be required to estimate both our own resources and the particular problems of the individual African country concerned. It is only in this way that we will be better able to organize aid programmes, to expand business relations and to promote successfully those policies -- for example, in the environmental field and law of the Sea -- which we Canadians regard as particularly important.

The furtherance of such bilateral relations is going to require more effort in Africa on our part than we have previously been able to make. But we must do this without in any way sacrificing the multilateral ties which have proven so valuable to Canada in the past and which we intend to continue to strengthen.