

6.2 The Committee further recommends that Canada's international cultural, scientific, and educational foreign policy seek to:

6.2C contribute to the vitality of the arts and higher education;

6.2D promote the export of Canadian cultural and educational products.

Response

The Government agrees. International activities are essential to the vitality of Canadian arts and higher education. The International Cultural Relations program of DFAIT provides financial assistance enabling Canadian artists and scholars to reach international standards of excellence, and making it possible to showcase Canadian accomplishments on the international scene.

The promotion of Canadian cultural, heritage, and educational products, services and expertise is an integral part of the Government's International Business Development Program. Cultural industries have been identified as one of our priorities. We will continue to support the international co-production strategy of the Canadian film and television industry. At the same time we will assist exporters of cultural and educational products to participate in specialized trade fairs and missions. Increasingly, the Government is working closely with industry to enhance opportunities for Canadian cultural exports to the United States and beyond.

The Government already supports the production (via the Canada Council) and the distribution of Canadian publishing through a number of programs. Given the excellence of Canadian cultural and educational products, it will be important to champion our creative talent as never before. For this reason, one can expect that Canada's cultural and educational industries will continue to grow at double the rate of the rest of the labour market in Canada.