

NEW GUIDELINES FOR INTERNATIONAL TOURING

The *International Cultural Relations* program of the *Department of Foreign Affairs and International Trade* provides funding to showcase abroad the work of Canadian performing and visual artists, writers, and professionals in the field of film and television. We are aiming at "cultural diplomacy" using Canada's cultural sector to build Canada's profile abroad, and create an awareness and appreciation of our values, accomplishments and creativity. The program has helped to launch the international careers of Canadian artists and seeks to highlight Canada's cultural and regional diversities and the increasingly prominent role played by aboriginal artists. There is a special emphasis as well on Canada's youth and on the use of the new media technologies in creating and delivering Canadian messages.

To ensure the program's relevance in rapidly changing international conditions, we undertook a review during 1996. The resulting new guidelines have streamlined the assessment process and will enable the *Department* to respond more effectively to the increasing number of funding requests received. One major change is the elimination of grant submission deadlines in most categories. Copies of the new guidelines are available on request at the following fax number (613) 992-5965.

CANADA GUEST OF HONOUR AT THE GUADALAJARA INTERNATIONAL BOOK FAIR

Canada was the guest of honour at the tenth *Guadalajara International Book Fair in Mexico* (FIL) held from November 30 to December 8. The Canada stand, a joint project of the *Department of Foreign Affairs and International Trade*, the *Association for the Export of Canadian Books* (AECB) and the *Association nationale des éditeurs de livres* (ANEL), was officially opened by the *Secretary of State for Latin America and Africa*, the Honourable Christine Stewart. It consisted of a forest of Canadian fir trees accommodating 35 companies, a bookstore, a display of illustrations from Canadian children's books and a video corner where Canadian films were shown continuously. Thirteen Canadian authors travelled to Guadalajara for the occasion.

To mark Canada's participation as guest of honour, a number of Canadian events were held over the ten days of the fair, including the third international congress of the *Mexican Association of Canadian Studies*, a food fair, and a cultural festival, where several thousand spectators came to applaud the following Canadian artists: the Aboriginal dance group from Alberta *Red Thunder*, the *Vic Vogel* jazz trio, the Calgary theatre troupe *One Yellow Rabbit*, dancer *Dulcinea Langfelder* with her piece *Portrait d'une Femme avec Valises*, and four up-and-coming rock groups, *Headstone*, *Shade*, *Les Secrétaires volantes* and *Babelfish*.

The FIL is the largest book fair in the Spanish-speaking world. It received over 260,000 visitors and more than 500 publishing houses from 25 countries. More than 800 professional buyers and publishers took part in the three days reserved for the industry. The publishers were kept busy selling rights and signing co-publishing agreements with publishers from both Mexico and the rest of Latin America. The Canadian entrepreneurs all said they found the event very worthwhile, like the Montreal publisher who signed a co-publishing translation agreement for 40 titles, and said they planned to attend the FIL again in 1997 to consolidate their foothold in Latin America, a burgeoning market. Between 1992 and 1995, Canadian book exports to Latin America and the Antilles went from \$1.2 million to \$8 million and there is every indication that this trend will continue.

The Guadalajara experience demonstrated once again the remarkable synergy to be found in the pursuit of Canadian interests abroad through a healthy injection of cultural diplomacy.