

population, Canada is comparatively unknown in the world - a fact that is quickly impressed on any Canadian who picks up a newspaper abroad, or talks about Canada to people living in other countries. Despite the fact that Canada's reputation in international circles is high and is growing, Canada's cultural presence in the world is still in its infancy. To date, Canada's "coming of age" has been a domestic rather than an international phenomenon. Although some Canadian artists, scholars and organizations have achieved remarkable prominence in international circles, realistically speaking, Canada's overall creative accomplishments are little known in the capitals of Europe and United States, let alone in Asia, Africa and Latin America. As a result, if Canada is to reap the profuse economic, commercial, political, social and cultural advantages to be derived from relatives abroad, a far higher priority will have to be assigned to strengthening Canada's cultural presence in the rest of the world in the future.

Likewise, it will not be easy to expand the cultural presence of other countries in Canada. As indicated earlier, it is true that every year, creative talents from every continent pour into Canada to give concerts, exhibit artistic works, present lectures and attend conferences. It is also true that Canadians are among the most travelled people in the world, thereby gaining some insights into the artistic and intellectual accomplishments of other countries through their travels abroad. But these are random and isolated occurrences. In total, they do not provide a comprehensive exposure for even a small group of Canadians, let alone the Canadian population at large. On the whole, how much opportunity do Canadians have to learn about either the historical or contemporary achievements of countries like France, Great Britain, Germany, Sweden, the Netherlands or Belgium, let alone nations in more distant parts of the world? Yet, conditions are ripe in Canada for making the cultural presence of other nations felt within the borders of Canada. As bilingual, multicultural country, Canada already possesses within its borders an incredible assortment of individuals and groups who are intent on preserving and sharing their traditions as well as maintaining close connections with their countries of origin. As has already been demonstrated, a framework is rapidly evolving which has the potential to enhance the cultural presence of other countries in Canada. All that is required is the development of an effective and aggressive program of live and media importations from other countries to match the program of exportations from Canada to other countries.

There is another fundamental reason why exposure in Canada to cultures from many other parts of the world is desirable. As indicated earlier, exposure to many cultures is the best form of protection against undue influence or control by a few. As a country with a long-standing commitment to democratic ideals and the free flow of peoples and products from one country to another, it is difficult for Canada to engage in defensive protectionism, particularly with respect to American intrusions into Canada. Offensive expansionism is the ideal alternative to defensive protectionism. Not only does it preserve Canada's ideological and political commitment to democracy, but also it provides the protection which is necessary to guarantee Canadian independence and identity. In short, increased exposure to the cultures of Eastern and Western Europe, Africa, Asia, Latin America, New Zealand and Australia is the key to an independent Canada and a balanced Canadian cultural life.

Just as it is essential to identify the ultimate aims of Canada's international cultural relations, so it is equally essential to identify the specific objectives of these relations. In defining these objectives, recognition is given to the fact that Canada's cultural relations abroad are necessary in their own right