

a period of years. Spasmodic efforts are a waste of money and effort. A continued effort is essential if such programs are to have any lasting influence.

Canada can benefit from enhanced economic, cultural and other relations with the entire region. This requires resourcefulness from ministers, parliamentarians, businessmen and government officials and others who have an interest in an expanding relationship. Our efforts should include a more systematic program of visits - both ways - of government ministers and officials, academics and journalists, as well as businessmen. Such efforts must also include continuing day to day efforts by our Embassies in the area so that Canada is well known in the region and so that mutual problems can be discussed and the potential for enhanced co-operation be developed. Without such work a program of visits is unlikely to be effective in sustaining a growing relationship. In this context Canadian diplomatic representation in the region could usefully be strengthened as finances permit. I was well served by our embassies throughout my visits, but I was able to see that their resources are sometimes thinly stretched when a single embassy is responsible for representing Canada in two or more countries.

Broad and systematic contact must be maintained between the Governments and peoples of the region and of Canada if we are to pursue our commercial interests, develop closer relations in areas of cultural understanding and technological and development assistance, and contribute fully to the resolution of disputes and conflicts: our most basic interest in the region.

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*20 Feb. 80*