

exchange programs for graduate and post-graduate students. Canadian Studies efforts will expand to include increased research on Canada, outreach programs to generate interest in Canada among primary and secondary students and programs of matching endowments from the private sector.

"Canadian Studies" is the teaching, research and publication about Canada. In the US alone, courses on Canada are taught in about 25% of universities, in some 23 disciplines or professional schools, to about 20,000 students annually. Centres or programs of Canadian Studies exist in over 40 American campuses. The network of Canadian Studies extends also to 13 other countries in Europe and the Asia/Pacific region. Scholars in these nations advise government, business and the press. They write about Canada and educate future generations of leaders. In this way, knowledge and understanding of Canada is built over time.

Canada ranks among the top 15 countries in world standings in many major sports. Events such as the Olympics present opportunities to promote our athletes to the world, as sport reaches audiences which artists and scholars often do not, and in greater numbers. External Affairs will be more active in encouraging tours of our top national teams and athletes and in helping to provide sport technical assistance at coaching clinics or sports resources centres in priority countries where other ICR activities would be difficult or less effective to mount.

To build on Canada's strengths and reputation and to tailor our programs to precise markets constitute the challenge ahead for international cultural relations. With greater resources, External Affairs can intensify existing programs and forge new directions that will increase our presence in the eyes of decision-makers and opinion-leaders of key partners.

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