

candidates for enrollment in Executive MBA programs offered at a number of Canadian institutions. Over the medium term, it might be possible, with some government support, to develop these business/academic linkages into true exchange programs, involving participation by Canadians in seminars and courses held in key business centres in the region.

4.12 Target Visits, In and Out

Unlike Europe or Asia, Latin America and the Caribbean does not receive high-level visits commensurate with its new importance.⁶ This must change if we are to convince the Americas, in which personal contacts are normal and expected, that we are serious about our commitment. Visits are highly visible expressions of the importance we place on the region. A coordinated programme of visits to and from core countries for 1994-5 involving the Prime Minister and senior ministers as well as senior officials should be established in consultation with ministers' offices.

4.13 Raising Public Profile

We need to give more attention to promoting greater public awareness of Latin America in Canada, and Canada in Latin America. With respect to the latter, we should encourage the "Canada Centres" already established in six Argentinean and three Brazilian cities through additional print and visual information programs. The Centres for Canadian Studies in Latin America should receive top priority in the public affairs activities of our regional missions, especially in light of the importance of further internationalizing Canadian higher education as outlined in section 4.11 above. In this regard, current cooperation on administration and curriculum development by the Organisation Universitaire Interaméricaine (OUI) is promising and should be built on.

Inside Canada, the twinning of university level Latin American and Caribbean Studies programs with counterpart Canadian Studies programs in Latin American institutions should be encouraged. The federal government should work with provincial and university authorities to promote Spanish language training in Canada (the Foundation for the Americas proposed in section 4.9 could be helpful in this regard). When completed, we should publicize Canada's new Latin American and Caribbean strategy in Canada through the media and in universities/colleges, including through the Department's out-reach programme.

⁶On this point, see Keith H. Christie, *Different Strokes: Regionalism and Canada's Economic Diplomacy*, Policy Staff Paper No. 93/08 (May 1993), pp. 10-11, 19-20.