

international marketing expertise, particularly for small and medium-size manufacturers and producers? What roles should the government and private sector play in promoting awareness of trading house opportunities and activities?

There is a need for getting better information to Canadian companies on emerging market opportunities and on changes in trade policies in countries with which we do business. Is a computerized national trade opportunities information system practical?

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There are also questions about whether the mix between private effort and public support is right. Could the private sector take over certain trade promotion activities hitherto provided by government? In a climate of fiscal restraint, should business pick up part of the costs of government assistance, perhaps on a fee-for-service basis?

In a number of countries, successful market penetration depends on the establishment of joint ventures with local businesses. Canadian companies will increasingly have to look for foreign partners as a precondition of successful exporting. What are the most effective ways for the government to facilitate the establishment of joint ventures between Canadian and foreign companies?

International Development Cooperation Issues

We need to be sure we are clear on where development assistance fits into our conception of our own economic and political well-being, our sense of moral responsibility and our overall foreign policy.

Canada is committed to an Official Development Assistance (ODA) target of 0.6% of GNP by 1990 and 0.7% by 1995. These figures, while only 2-3% of total federal government spending, represent a substantial amount of money (approximately \$2 billion in 1984). We need, therefore, to be sure we are clear on where ODA fits into our conception of our own economic and political well-being, our sense of moral responsibility and our overall foreign policy. There is a need to examine the objectives, policies and programs of Canada's cooperation with the Third World. In seeking the right balance in our programs abroad, we will have to decide the priorities we wish to attach to humanitarian objectives, to attaining commercial benefits, to sharing in the management and support of the global economy and the global environment and to achieving political stability and progress. Decisions will not be easy. Canadian funds for use abroad are limited.

Two sets of questions deserve special attention. The first relates to the role of Canadian official development assistance in Canadian foreign policy. How directly should ODA serve Canadian foreign policy interests? Should our bilateral aid be made more directly conditional upon the performance of recipient governments in such areas as economic management, respect for human rights and political likemindedness? What should be the nature of the linkage between our trade and aid programs? Should our practice of tying a large proportion of our bilateral assistance to procurement of Canadian goods and services be relaxed for the poorest countries, e.g. in Africa?

The second set of questions concerns priorities within the aid program. Does the focus of bilateral assistance remain valid in terms of sectoral concentration (agriculture, energy and human resource development), geographical distribution (some 42% to Asia, 42% to Africa and 16% to Latin America and the Caribbean), and target groups (80% of assistance to low income countries)? Can the critical role of women in food production and other development processes be better supported? What weight should ecosystem