

while export revenues for Canadian magazines and periodicals have almost trebled over the same period (to \$41.4 million in 1978). While imports in these areas exceed exports, the rate of increase is much slower. Canadian exports of works of art and books and pamphlets have shown modest increases while imports have declined or remained almost static. Clearly Canada has and is seen to have a healthy cultural reputation. Equally clearly, the maintenance of such health makes good commercial sense.

Inter-cultural
bridge
building

As more evidence of the importance to broad foreign-policy goals of people-to-people understanding earned through cultural exchanges, I would point to the impact on Sino-Canadian relations of the ice-breaking tours in Canada of ping-pong players, the Shenyang acrobatic troupe, the Shanghai Ballet or, more recently, the Peking Opera, and to visits to China by the Canadian Brass, the Toronto Symphony Orchestra and numerous exchanges between the two countries in the arts, science, education, sports and medicine. A further example of cultural co-operation with China is a recent agreement to take 100 Chinese scholars into Canadian universities. This program is financed in large part by the Chinese themselves with important contributions being made from the provinces and more modest contributions to the administrative costs of the program coming from my Department and that of the Secretary of State.

No Canadian is unaware of the impact on our bilateral relations with the U.S.S.R. of "hockey diplomacy" or of the fact that hockey is one of the most binding common themes in our relations with other East European and Scandinavian countries.

During preparations for the 1976 Olympics in Montreal and the 1978 Commonwealth Games in Edmonton, the issue of *apartheid* in sports brought home to Canadians how inseparably integrated are most countries' political objectives with all other aspects of their international exchanges. The vast amounts of money all countries — not just Canadians, as the Russians are demonstrating — spend on the Olympic Games, is further evidence of the value placed on the broader returns of such events. Viewed in this context, the somewhat naive and sanctimonious protestations regarding the "politicization of sport" are not only unrealistic but downright silly.

Domestic
impact of
Canada's
international
image

Admittedly I began these remarks with a somewhat contentious premise: that the effective promotion of Canada's cultural identity was not only a fundamental and inseparable aspect of Canadian foreign policy but also that it paid demonstrable dividends in commercial terms. I assumed you all had heard enough of the defiant cries of culture *qua* culture, or bureaucratic catalogues of exactly what your government was doing for you when and where. Paradoxically one of the most important aspects of Canada's international cultural identity is its domestic impact. Canadians take perverse pleasure in ridiculing their much-documented search for identity and definition. That the search is made more easy when Canadian cultural manifestations garner international respect and acclaim is obvious, but what is somewhat less evident is the impact on each of Canada's principal cultural communities of the international successes of the other. For, just as the *Toronto Globe and Mail* waxed ecstatic over the Montreal Expos' dramatic struggle for the World Series pennant, or as the English