

At the provincial level, every province in the country is now involved in international activities in some form. At present, Québec, Ontario, New Brunswick and Alberta are the most active. Québec and New Brunswick maintain special contacts with francophone countries. Québec has developed particularly active exchanges with France and Belgium under bilateral agreements between Canada and these countries. Ontario, through Ontario House in London, actively promotes appreciation of Ontario's creative talents throughout Western Europe; Ontario is also active in the United States, while Alberta is busy organizing exhibitions and performances in Asia and Europe. Moreover, most provincial governments have defined their objectives and priorities abroad and help their artists with touring arrangements.

While municipal involvement in international cultural relations is small and limited largely to centres like Toronto, Montréal, Vancouver and Québec City, the fact that an increasing number of municipalities are signing "twinning agreements" with cities elsewhere in the world augurs well for the future since these agreements traditionally provide for a wide range of cultural exchanges.

Throughout the private sector, developments are proceeding apace. More and more of the country's cultural industries—publishing houses, radio, television and recording companies, film agencies and craft associations—are becoming involved in the quest to promote, distribute and sell Canadian cultural products abroad. Corporations and foundations are also starting to become involved, either through programs of their own, such as Rothmans' international exhibition program, or through sponsorship of artists and cultural groups travelling abroad, such as Northern Telecommunications' sponsorship of the National Ballet in London. Finally, the international activities of many of Canada's national service organizations and multicultural associations—such as the Association of Universities and Colleges of Canada, the Canadian Conference of the Arts, the Canadian Folk Arts Council, the Canadian Crafts Council and the Canadian Bureau for International Education—have expanded significantly in recent years.

As these developments demonstrate, Canada's cultural relations with other countries have assumed increasing importance for its citizens. The need for a global external cultural policy—one that establishes principles, identifies priorities and integrates plans of

action—is more and more apparent. So also is the need for a much more dynamic approach to cultural diplomacy in an increasingly competitive international environment. For Canada to develop a strong cultural presence in the world in the future as well as to protect and promote the whole range of its interests, increasing attention must be paid to the foreign market opportunities for Canada's \$3 billion cultural industry.