

Preface

Cultural relations are assuming a prominent place in world affairs. Not only are they bringing countries with long-standing associations closer together, but also they are creating new alignments among nations that have heretofore had little or no contact. As such, they are making a vital contribution to world development.

Canada's international cultural relations have been growing steadily in importance in recent years. In part, this has come about in response to the growing desire among people living elsewhere in the world for increased exposure to Canada's creative accomplishments. However, in large part, it has come about as a result of the pressure within Canada to have more cultural contact with the rest of the world. Not only are Canadians generally becoming more interested in the creative accomplishments of other countries, but also Canada's cultural community is becoming more conscious of the need to establish a stronger Canadian presence in other countries as well as to develop external markets for their products. Both dimensions of this activity are of fundamental importance to the Department of External Affairs as it seeks to enhance Canada's cultural associations with the rest of the world.

It is in response to this escalating interest that the Bureau of Public Affairs, now called the Bureau of International Cultural Relations, of the Department of External Affairs has decided to request the present study. Although the views contained herein are those of the author and do not necessarily coincide with those of the Department, nevertheless, the Department is distributing this publication in order to stimulate informed discussion on this essential aspect of foreign policy.