

monwealth and La Francophonie were very important. He said "we must strengthen global institutions" to bring the world closer together.

Mr. Clark said he "came to the UN expecting questions" from Third World and other diplomats about possible changes in Canada's traditional commitments to development aid, moderate approach to East-West relations and sympathy for debtor countries. His speech offered assurance that the Conservative government's policies would remain "squarely in the tradition" of its predecessors.

Other concerns

The speech also touched on other traditional areas of Canadian concern — Cyprus, where Canada has peacekeeping troops stationed; the occupations of Afghanistan and Cambodia by foreign forces; the Middle East; and Namibian independence from South Africa.

While Mr. Clark said Canada regrets the militarization of Central America, characterizing the conflict there as "the extension of East-West confrontation", his speech applauded the initiative and tenacity of the four-country Contadora group which is seeking a negotiated solution to strife in Central America.

Before addressing the General Assembly, Mr. Clark met with Foreign Minister Andrei Gromyko of the USSR for almost an hour. The meeting was described as very positive, particularly with respect to international security issues.

Line of credit to Cuba

A \$15 million line of credit was recently established to support the sale of food and agricultural products from Canada to Cuba.

The credit terms between the Banco Nacional de Cuba and a Canadian financial institution, were arranged through the Canadian Agricultural Export Corporation (CANAGREX), the Crown agency mandated to facilitate agricultural exports.

The credit facility is expected to assist in increasing agri-food trade to Cuba in such products as soya bean meal, corn, seed potatoes, beans and turkey. The Department of Agriculture has predicted that purchases of some \$25 million of Canadian agri-food products will result from the credit package.

The arrangement represents CANAGREX's first major undertaking of a financial transaction and is the result of ongoing discussions with Cuban authorities that had started in the fall of 1983 following a visit to Cuba by former Minister of Agriculture Eugene F. Whelan.

McLuhan Teleglobe Canada Award 1985

The second biennial award for international social advancement in communications, The McLuhan Teleglobe Canada Award, will be offered by Canada in 1985.

The award, established in 1983, honours the work of the late Toronto communications philosopher, Marshall McLuhan. He was recognized throughout the world for his analysis of the influence of communications in the electronic age.

Funded by Teleglobe Canada and administered by the Canadian Commission for the United Nations Educational, Scientific and Cultural Organization (UNESCO), the award is open for nominations by national commissions or recognized organizations representing the 161 members of UNESCO.

Established to "recognize any work or action that will have contributed in an exceptional manner to furthering a better understanding of the influence exerted by communication media and technology on society in general and in particular on its cultural, artistic and scientific activities", the award consists of \$50 000 and a commemorative medal. It is offered, to nationals of any country and may be offered either to an individual or a group working together as a team.

The first award was presented in 1983 to a Bolivian journalist, Luis Ramiro Beltrán, well known for his application of the modern techniques of communication to rural development in Latin America.

The 1985 winner will be selected by a jury of five independent Canadian specialists. The deadline for nominations is May 31, 1985.

Co-operative education

A new federal program called Co-operative Education was started last month. It is aimed at helping schools, colleges and universities cover additional administrative costs of creating new co-operative education projects or the expansion of existing work/study projects.

Employment and Immigration Canada, a federal department, will contribute 85 per cent of such costs in the first year and 75 per cent, 55 per cent and 35 per cent over the subsequent three years for approved projects.

How successfully young people make the transition from school to work depends on their cognitive skills, knowledge, abilities to seek out and pursue job opportunities,

and on the demand for such competencies in the labour market.

Employment experience may lead to a practical understanding of principles learned in a classroom. This experience may provide a wider knowledge of career alternatives, an opportunity to test occupational inclinations, personal maturation and perhaps an income which many young people need to remain in school.

Co-operative education has been effective in preparing secondary and post-secondary students for entry into the labour force. It formally integrates academic learning and on-the-job related work experience thereby increasing the graduate's chances of obtaining satisfying employment. Employers are strong supporters of work/study programs.

Portable phone service

A new portable telephone service called "cellular radio-telephone" is expected to start early next year in Toronto and Montreal and a multi-million-dollar marketing campaign will be under way by the end of this year, says George Fierheller, president of Cantel Cellular Radio Group Inc. of Montreal.

The first cellular radio-telephone licence was awarded by the federal government last December to Cantel to serve 23 Canadian cities. The federal Department of Communications will also award a licence in each city to the local telephone company to compete with Cantel.

Subscribers will be able to buy or lease a battery-powered portable telephone set or mobile telephone that uses radio waves to transmit or receive messages to or from a central site, called a cell. The cell site is hooked up to the existing wire telephone system.

Eventually, all Canada could be divided into adjoining cells if market demand is strong enough and the cost of hand-held terminals decreases. At the outset, it will cost between \$3 000 and \$5 000 to buy a unit or from \$100 and \$150 a month to rent.

Cantel's service will be phased in gradually, beginning in May 1985, in Montreal, Ottawa and Toronto. Other cities would be added over a 30-month period.

Mr. Fierheller said that if market projections were accurate, Cantel would have 60 000 subscribers two years after start-up next year.

He also said terminals would probably sell for \$2 000 if that market level were attained, resulting in a \$120-million market for the sets.