

Problems Encountered in Exporting, Careers in the Foreign Service, International Marketing and Financing, Trade with Asia-Pacific and Exporting to the Middle East.

Two trade publications for exporters were produced: *So You Want to Export?*, a "how-to" book, and *Canadian Trade Representatives Abroad*, a directory of personnel at Canadian missions abroad with trade, investment and tourism responsibilities. There are now 203 departmental trade publications for domestic distribution, and 31 for overseas audiences.

The departmental advertising budget of \$1.4 million for the year was devoted to trade-related messages to heighten awareness in the business community of events such as Export Marketplace. Other campaigns such as Canada Export Trade Month featured the programs and services available to exporters. Several overseas advertising pilot projects, including one aimed at markets for Canadian goods in Zimbabwe and Kenya, were commenced and will continue in the forthcoming year.

### International expositions

The Department, through the International Expositions Division, is responsible for co-ordinating and managing Canada's participation in world expositions abroad and for the promotion of world expositions held in Canada (e.g., EXPO 86, Vancouver). It also represents Canada at the Paris-based Bureau International des Expositions (BIE), the regulatory body for world expositions.

A major activity during the year was the organization of Canada's participation in EXPO 88 in Brisbane, Australia. Participation in this specialized world exposition, being held from April 30 to October 30, 1988, is Canada's principal contribution to Australia's bicentennial celebrations.

A 2 800 m<sup>2</sup> Canada Pavilion was designed to reflect the EXPO 88 theme, "Leisure in the Age of Technology." The pavilion, through films, exhibits and interactive displays, explores trends in Canadian leisure activities and the impact on them of technological advances under a sub-theme, "Leisure — Seasons of Adventure." British Columbia agreed to design and operate an interactive theatre within the Canada Pavilion and the Government of the Northwest Territories agreed to erect an Inuit Inukshuk sculpture at the exit. Rick Hansen was appointed as Canada's Commissioner General, and he launched an Australia-wide campaign to promote awareness of Canada at EXPO 88. The cost of the Canadian participation at Brisbane is approximately \$9 million.

Amendments to the 1928 BIE Convention were pressed by Canada in order to make world expositions so exceptional, compelling and well-organized as to ensure enthusiastic participation of the highest quality.

Canada was invited to participate in EXPO 92 at Seville, Spain. This multi-billion-dollar exposition is the successor to EXPO 70 Osaka and will be the last universal category exposition of this century.

### Library services

The library serves a broad clientele from External Affairs, other federal government departments, private industry, financial institutions, provincial governments, and the academic world. It borrows from and lends books to other

government, university, industrial and large public libraries under the interlibrary loan agreement.

In addition to the library's annual publication *Canada's Bilateral Relations*, it also published *Canadian Cultural Industries: A Bibliography*, and *Canada-United States Free Trade: A Bibliography*, third edition.

In conjunction with the International Trade Relations Group the library compiled and produced *Canada's Trade Statistics*, now in its second edition.

An important library function is to provide support services for missions; the library in Mexico, the Department's largest reference collection in Latin America, and the library in Washington received special attention during the year. A library staff visit to the two large reference collections in Europe, Canada House Library in London and the Cultural Centre Library in Paris, established guidelines for the function and space of their current programs and for future development.

### International cultural relations

The cultural dimension of foreign relations colours the attitudes of nations to each other. It influences the environment within which political and economic decisions are made. The challenge presented by this aspect of foreign relations furnishes the essential mandate for international cultural relations as a foreign policy program.

Projecting abroad Canada's national character through the expression of a broad range of human accomplishments, international cultural relations programs encompass the arts (performing arts, visual arts, literature and publishing, sound recording, films and video), academic relations (Canadian Studies, scholarships, conferences), sport (related tours and promotional activity abroad), and exchanges of cultural personalities and young men and women between the ages of 18 and 30 for periods of up to a year in duration. Together they contribute to a view of Canada as a dynamic, distinct nation. They seek to clarify Canada as a reliable source for goods and services and as a destination for tourism and investment.

Emphasis during the year was to translate departmental priorities into cultural relations action plans tailored to specific regions and countries. Canadian cultural manifestations were well received in Japan, China and India, and efforts will continue to increase cultural activities in Pacific Rim countries, as well as in the United States and Latin America. These priorities will be advanced while maintaining the level of activity in Western Europe.

### Cultural policy

Support for Canada's cultural industries has been increasingly integrated into departmental project planning. The commercial promotion of cultural products, such as art, books, records and films is an important aspect of the Department's cultural policy and their effective export promotion serves to increase the economic vitality of Canada's cultural industries and contributes to the dissemination of Canadian culture. An improved cultural data base has been developed in co-operation with other departments and the private sector to support these promotional activities abroad. A review of export promotion of cultural products was undertaken with