

long-term prospects for trade in energy
raw materials, copyright, consumer
protection, protection of the environment,
standards and quality control, the industrial
application of science and technology
and others.

In November, Canadian officials discussed some of these in Ottawa with representatives of the EEC Commission. These discussions with the Commission will continue probably in early spring.

In the meantime, officials are in close touch with the member states through formal channels in capitals and the convocation of such bilateral mechanisms as the Canada-U.K. Continuing Committee and the Canada/France Comité économique; ministers are continuing the consultations with their European colleagues which Mr. Sharp and Jean-Luc Pepin, then Minister of Industry, Trade and Commerce, has initiated with several working trips to European capitals since 1970. Mr. Sharp conferred in Brussels with Ralf Dahrenhorst, EEC Commissioner for Foreign Relations, in December, and Mr. Trudeau reviewed some aspects of Canada-EEC relations during his talks with Britain's Prime Minister Edward Heath in London.

None of the consultations and developments on the government level will be able to provide the substance necessary, however, for more worthwhile relations with the EEC without real public interest in Canada and, in particular, on the part of Canadian industrialists.

natural objective

Diversification of our external economic relations is not a novel idea; we tried it years ago with Britain. The success of that effort, however, needed a much more buoyant market than Britain could provide. Moreover the effort was directed toward Britain for reasons more sentimental than real. The enlarged EEC is a much more promising possibility, particularly because closer Canada-EEC relations would now be sought in a spirit which demonstrates greater conviction that this is a natural, and not synthetic defensive, thing to do.

This is not to say that Japan, the S.S.R., China, Latin America, Australia-

Our first task is to ensure that the European community develops internally.

We must also ensure that the community plays a full part in a number of international negotiations but, more than that, must make Europe a force in the world

New Zealand and other areas should not also be the objects of greater Canadian attention — as, indeed, they have been in recent years. It is more to acknowledge that, in terms of the development of Canadian industrial structures, closer economic ties with the enlarged EEC make predominant good sense since this is our second-largest market by far and birth-place of millions of Canadians.

The suggestion that this is somehow anti-American is nonsense. A "special relationship" has been declared to be over for some time, most notably at the time of the Nixon Administration's August 1971 trade measures. We are still very good friends, in many ways uniquely so. However, the United States is bargaining hard with trade partners on bilateral issues and in preparation for the next round of multilateral trade negotiations, and expects others to bargain hard as well, including ourselves. Canada's bargaining only makes sense if it is accompanied by efforts to reduce what all of us recognize as Canada's economic vulnerability.

Diversification does not mean a transfer of any of our economic activity from North America elsewhere. It can be more aptly seen as the development elsewhere of additional and strengthened ties.

It isn't going to be easy to convince industrial interests in both Canada and the Community that closer co-operation is in their particular interests, since in some cases, of course, it won't be. Many possibilities can, however, be explored and realized. For example, constructive developments in this sense are emerging from industrial introductions and mutual exposure gained through the science and technology agreements Canada has recently signed with Belgium and West Germany. This kind of government working device is essential since it engages the interests of the two parties directly and visibly. The technique, however, can only be expanded and made to work on the necessary scale if there is a mutual understanding on the part of the public involved of the broader issues engaged, and it is on this level of "education" that constructive developments are most urgently needed.

imbued with the spirit of peace and with the openness and spirit of justice which our world needs so much. (*EEC Commission president François-Xavier Ortoli of France, January 6, 1973*)

*Seeking closer ties
with EEC seen
as good sense,
not anti-American*