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fiance an exchange may hold for exponents in the Netherlands. This should not be interpreted as applying exclusively to one side: the value of an exchange depends not only on the quality of what is «imported», but equally on the quality of that which is «exported». This aspect is a key concept in international library policy. Culture management has to do with heightening awareness of the preservation and management of existing manifestations of culture.

Benefit cannot be expressed in terms of figures. That is especially true in respect of international cultural policy, whose supplementary and sometimes corrective effect on a large market is not easily assessed. Nor is the direct impact of a promotion and presentation policy readily quantifiable. An international policy aimed at highlighting and widening the market for the arts and culture of the Netherlands must therefore be based on a scale of priorities for the kinds of activities to be presented abroad.

The criteria for the establishment of priorities are closely interwoven with the way in which the benefit concept is applied to the various culture areas. For instance, policy on the arts will place special emphasis on:

- support for activities of an artistic standard meeting international demands;
- the use of international distribution channels giving access to a wide market;
- wherever possible, placing the selection of artists, works, etc. in the hands of foreign specialists.

Policy on the Netherlands' cultural heritage will focus more on such aspects as:

- activities promoting its appreciation abroad; the exchange of expertise;
- activities aimed at the preservation and management of the global cultural heritage, including membership of international organisations and the exchange of expertise;
- joint projects with countries with close historical ties with the Netherlands.

Ministry of Welfare, Health and Cultural Affairs

As indicated above, the main task of government is the formulation of policy. This includes the promotion of interinstitutional cooperation. The implementation of policy is placed as far as possible in the hands of non-governmental organisations

Grants applications for social welfare projects are appraised on the basis of the Grants Scheme for International Welfare Activities (Government Gazette 1990, 17), which requires such projects to be consistent with the priorities set out in the national social welfare plan.

4. EC and multilateral cooperation

As stated in the introduction, bilateral and multilateral cooperation are based on the same approach to international cooperation. They are becoming increasingly interconnected, which should render them mutually reinforcing. Duplication is to be avoided. Shrinking budgets and competitiveness will necessarily mean more joint projects in multilateral contexts

Greater efficiency can be achieved by transferring existing bilateral