

ambassador in Madrid, Jean Bruchési, to Rabat.⁶ Cabinet's decision was relayed to Morocco, which agreed to establish formal diplomatic relations on 17 May 1962.⁷

Bruchési had enjoyed distinguished careers as an historian and deputy minister in Quebec's conservative Union Nationale government, when Diefenbaker named him to the foreign service. He possessed the innate dignity and reserved bearing of an old world diplomat, and he struck the right note in the ancient Moroccan kingdom. Bruchési presented his credentials to Mohammed V's son and heir, King Hassan II at his summer palace in Tangiers on 7 September 1962. King Hassan II greeted him warmly, praised Canada as "a country which has no colonialist ambition ... and is always ready to help the countries which have urgent needs, in a spirit of humility,"⁸ and sent him to work. From his busy perch in Madrid, Bruchési oversaw a modest aid program, which dispatched a handful of teachers to Morocco in 1963, reported on local political developments, and provided limited consular assistance to the small number of Canadians, mostly Catholic missionaries, living in the country. Trade, which amounted to just \$500,000 annually in exports of asbestos, synthetic rubber, and fountain pens, remained the responsibility of Canada's commercial counsellor in Paris.⁹

Even this limited mandate proved hard to manage. Though helpful, the British Embassy in Rabat, on whom Bruchési was forced to rely for help with consular cases and information activities, resented the frequent demands on its time. Moroccan officials were similarly upset when asked to direct trade questions through the Canadian Embassy in Paris, capital of Morocco's former colonial ruler. Relations, the ambassador insisted, would not improve until Canada opened its own diplomatic mission in Rabat. This step, he argued, would "produce the best results for Canadian-Moroccan relations."¹⁰