

arising out of bilateral agreements, on the activities of Cultural Centres, and on closely related and increasing activities by provincial governments; (b) to improve professional opportunities abroad for Canadian artists and to open new markets for Canadian cultural products; and (c) to facilitate access to foreign resources for Canada's cultural community, and thereby to contribute to cultural development in Canada. This should enhance national unity and increase the active demonstration of Canada's bilingual identity abroad, as well as serving as a basis for improved relations in other areas.

II) Academic Relations (non-domestic):

The principal objectives are: (a) to develop an informed, well-disposed, and sustained interest in Canada among members of indigenous and therefore highly credible members of foreign leadership groups; (b) to help provide opportunities for Canadian professors and graduate students to maintain and develop contacts, on a partially reciprocal basis, with institutions and individuals outside Canada; (c) to improve the educational resources available to students and academics abroad wishing to pursue their scholarly interests in Canada.

III) Information Abroad:

The objectives of the program are, by the means of publicity projects, films, publications, exhibits and contact with the media: (a) to promote a positive general awareness of Canada among foreign publics, particularly in those countries identified as having the most bearing on our economic and political interests; (b) to place more specific images of Canada and information directly related to current Canadian Government objectives before the political, business and cultural elites in identified priority countries; and (c) to meet enquiries about Canada from foreign governments and publics. The role of the headquarters bureau is to provide guidance, materials and funding to posts to allow them to work towards the objective.

The World Exhibitions Program shares objectives (a) and (b) above, except that there is no emphasis on priority countries and the vehicle is a world exhibition. Efforts in this direction are coordinated by the Bureau of Information, but specific funds are provided under a separate vote for any major undertaking.