

- generating Europe-wide activities (a Canada/Europe research project; graduate seminars; a European task-force initiated by the President of the Dutch association).

Budget cuts may force reductions in the program in The Netherlands, but we hope that the "seeding" has been sufficient to have led to a self-sustaining program. We will try to increase "leveraging", and activities may be strengthened by Canada-Europe cooperation.

Ms. Stipich asked how much and what quality research was being done. The answer was that we have no direct control over that, since professors and other scholars and students have their own agenda in this respect, but that in general we could be satisfied with both the quantity and quality of Canada-oriented research. Mr. Guimont mentioned that there had been over 3000 books and articles on Canada published in German-speaking countries in the last 10 years.

Ms. Egron-Polak thought it would be useful if we could cross-reference the links that exist between Canadian universities and universities abroad, and those that have Canadian Studies programs. It was agreed that this could be done before the bilateral meetings. She asked about the existence of links between Canadian Studies associations in Canada and abroad.

Mr. Long replied that the ICCS provides an umbrella for all Canadian Studies associations at the executive level, and that we were trying a pilot project to try and expand the links. M. Guimont added that in addition to the formal links, there are many individual contacts. Ms. Stipich added that more emphasis on collaborative research, and the inclusion of the natural sciences in our bilateral discussions would be useful.

Mr. Stansfield (FAIT) asked to what extent we tried to market Canadian educational services in Europe. Ms. Egron-Polak pointed out that marketing in Europe was very different from marketing in Asia, and that since in many countries in Europe higher education is essentially free, we are at a grave competitive disadvantage. She also made the point that it is difficult for European students to obtain reliable and complete information on study in Canada. M. Dudoit pointed out the need for a concerted marketing strategy for Canadian educational services, while keeping in mind the repercussions on the provinces.

M. Girard (Afinter/Québec) asked whether we had specific goals with our Canadian Studies programs: what questions do we address. M. Long replied that in the case of the Hydro-Québec-ICCS link there are some specific objectives. M. Dudoit added that we could and should not attempt to direct research, since this would be seen as an attempt at propaganda and we would lose credibility.