

In film, the Department is involved in four fundamental areas: namely, stocking the missions abroad with films to use on special occasions, such as their "Canada week" series; honouring film agreements with certain countries, such as four African countries during 1977-78; purchasing Canadian films for distribution abroad; and ensuring Canadian representation at film conferences and festivals, such as Cannes and the retrospective showing of Canadian films in Tokyo by the Japan Film Theatre.

In the literary arts, annual book donations are made to numerous universities and cultural institutions abroad. Like the exhibition program, the books are carefully selected with the assistance of professional experts and consultations with recipient organizations abroad to reflect all facets of life in Canada. In addition, the Department assists publishers to participate at book fairs - such as are held each year at Frankfurt and Brussels - in conjunction with the Department of Industry, Trade and Commerce. Finally, the Department awards two literary prizes each year: the Canada-Belgium prize for writers in the French language and the Canada-Australia prize for writers in the English language. They are awarded alternatively to Canadian authors and writers in the two other countries. In 1977, the winners were the Belgian Marcel Moreau and the Canadian Alice Munro.

Programs involving the movement of exhibitions and large companies from Canada to other lands should not be allowed to overshadow programs involving the movement of individual artists. Each year, many individual artists of all types - musicians, painters, sculptors, poets, writers, filmmakers, playwrights, critics and journalists - travel to other countries with assistance from the Department of External Affairs to perform, lecture or participate in seminars, conferences and important international meetings. These programs are extremely valuable, since they provide more in-depth involvement than is possible through the movement of larger-scale activities. Moreover, they usually result in lasting contacts between Canadian and foreign artists and often much more sustained publicity and promotion for Canada when the artists return home. As such, these programs are growing steadily in importance. A single but impressive example should suffice to indicate the importance of these programs to Canada. Upon the advice of officers in posts abroad, the Department invites foreign critics, art journalists and impresarios to visit Canada for short familiarization tours. These personalities are brought into contact with Canadians working in the disciplines of special interest to them. The advantages which accrue from this program are manifold. Not only do foreign authorities learn more about Canadian artistic life, but when they return home, they often write about their experiences in Canada, thereby exposing many people abroad to Canada's artistic accomplishments.

To complement these programs, the Department is building up the infrastructure and expertise needed to mount highly-concentrated programs in order to achieve a special impact or to take advantage of some specific situation. For instance, in Paris, London and Brussels - three of the world's most recognized artistic capitals - there are cultural centres which have the facilities for numerous artistic activities: lectures, book representations, concerts, art exhibitions and film showings. Since their inception, these centres - particularly the Canadian Cultural Centre in Paris - have had an incredible impact on the resident and itinerant populations of the metropolitan and surrounding areas in which they are located. In addition, many of the posts abroad - particularly those