



## STATEMENTS AND SPEECHES

INFORMATION DIVISION  
DEPARTMENT OF EXTERNAL AFFAIRS  
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### THE PROJECTION OF CANADA ABROAD

An address by Mr. R.M. Macdonnell, Deputy Under-Secretary of State for External Affairs, to the Twelfth Conference on Canadian Information Abroad, at the Seigneury Club, Montebello, Quebec, on November 20, 1958.

I greatly appreciate the honour of your invitation to address this Conference on Canadian Information Abroad, and I should like to say how much Mr. Norman Robertson, the Under-Secretary, regrets his inability to be present. These peaceful surroundings provide a setting of quiet charm for the examination of problems in which we all have lively interest and which, I am told, have been known in other places to generate emotion as well as understanding.

In such a gathering of experts in the information field, the non-expert - and I am certainly one - may seem out of place. Nevertheless, if it is agreed that business representatives and government officials can with advantage exchange ideas on the problems and possibilities of information work abroad - and this much seems to be agreed - some comments on the role of government services are required from someone. It will be my endeavour to submit these comments for your consideration.

I think you will agree that if this Conference is to be useful, it must not only explore and discuss, but must try to achieve understanding and co-operation between business and government representatives in the promotion of Canadian interests abroad. My Department and, I am sure, the other departments and agencies, in association with which the business of Canadian Government information is carried out abroad, earnestly welcome all constructive approaches to that problem.

It is a truism that public information has become part of the machinery of international relations. How does a government, or how should a government, go about promoting its interests abroad through the use of information? The