

encouragement and assistance; selective but intensive activities such as trade fairs and trade missions, coupled with competitive financing terms for exports and, possibly, the promotion of joint ventures, will be necessary practical measures; and scientific and technological agreements might also improve liaison between Canadian businesses and Eastern European organizations engaged in the same activity. More attention will also be given to ways in which Canada might benefit from the efforts of the Economic Commission for Europe to promote East-West trade.

Canada and European Security

During the coming decade, it will continue to be in Canada's interest to participate, in a manner consonant with Canadian capabilities and concerns, in efforts to preserve peace in Europe and find satisfactory long-term solutions to the problems of European security. Since the seventies are likely to be a period of political evolution in Europe, it will be important for Canada to retain a flexible approach and to be prepared to adjust the balance of its efforts from time to time as the situation requires. With the immense complexity and intractability of the main problems, speedy or publicly impressive results should not be foreseen.

In order to project its own ideas and policies effectively, Canada must make full use of:

- the available multilateral machinery, notably the CCD (where Canada is a member along with the United States, the leading Eastern and Western European countries and others) and the unique and highly-developed machinery for political consultation and co-ordination in NATO;
- the close bilateral relationships which Canada has developed with the leading Western European countries as well as the United States, arising from participation in NATO;
- Canada's expanding bilateral relations with Eastern European countries.

Canadian efforts in these various channels can and should be mutually complementary. Canada's political conversations with Eastern European governments, for example, can be more productive because participation in NATO consultations makes the Government intimately aware of the views of its Western partners; in turn, Canada can bring the results of its findings in Eastern Europe to bear on the formulation of agreed alliance positions.