

May 21, 1996 – No. 3

Minister of Foreign Affairs



Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

I am delighted to have this occasion to greet the readers of Cultural Attaché/Attaché culturel, DFAIT's international cultural and academic affairs newsletter. This is an ideal opportunity to express my personal enthusiasm and support for the Department's initiative in advancing culture and academic activities as priority programs. Now known as the "Third Pillar" of Canada's foreign policy, these programs are fundamental to the pursuit of our objectives and interests abroad.

It is no accident that the "renaissance" of the international expression of Canadian culture, Canadian values, Canadian accomplishments, and Canadian identity as instruments of Canadian diplomacy occurs at a period in our history when these very concepts are being challenged and re-defined at home. Canadians who only see their country from within often have a different perspective than their compatriots who travel internationally. Canadian business travellers, tourists and diplomats often consider a highlight of their foreign experience to be the discovery of how the mention of Canada conjures positive responses concerning our social, welfare, political, economic, cultural, academic and technological accomplishments.

Through the Department's International Cultural and Academic Relations programs we seek to reinforce the international image of Canada and Canadians as innovative, responsible and caring members of the global village. In addition to re-affirming those very special Canadian values through activities abroad, our artists and performers, as well as our academics reflect one particular characteristic which is increasingly the envy of people everywhere. It is the ability to rejoice in, and through their example, to show others how to profit by cultural diversity.

To our cultural and academic ambassadors from all across Canada I extend best wishes for your international success and my assurance of the enthusiastic support of Cultural Affairs Officers at our Embassies and Consulates around the globe.

Sincerely,

A handwritten signature in black ink, appearing to read "Lloyd Axworthy".

Lloyd Axworthy