

seem to be a testament, and the active presence of Canadian representatives of the Union Bank of Switzerland and the Swiss Credit Bank in particular. Trade with Canada (\$260 million in 1975) is not inconsiderable in view of the smallness of Switzerland. Their relationship with Canada has been well-known for a long time in Switzerland, and Swiss economic, financial and academic circles are generally aware of the potential of this relationship. Their understanding of the Third Option policy, however, sometimes comes with objections similar to those we have noted in the case of England and many other countries. An advocate of free trade in the industrial area only, Switzerland sees a solution to the problems of economic development in multilateral exchanges. In the agricultural area, it counts more on personal initiatives by its academics and artists, as in the case of agreements — which, in any case, it is ready to sign. It is nonetheless true that

its leaders and intellectuals are keenly interested in any industrial assistance projects and any possible academic and cultural exchanges with Quebec, and Canada as a whole.

In the light of these general impressions, it seems clear to us that Canada has very considerable assets in Western Europe. However, subject to long-term scientific research — and this would require a series of systematic interviews with leaders and, to use a word not very popular today, *élites* — the image of Canada on the European subcontinent still needs to be better known if Canada wishes to complete one of the stages of its Third Option policy — diversifying its external relations. This option is in any case still valid for Quebec, as it is for Canada, whatever the structural reorganization that Canada undergoes in the next few years.

relationship between the Prime Minister's trips to Europe and the objectives of concluding an agreement with the EC. Only 6 per cent said they were aware of the negotiations in progress. Most, two out of three respondents said that they had read about the European Community in the press, 70 per cent had learnt about it from the radio and television, while 55 per cent were aware that the EC had been much in the news over the four weeks preceding the survey. It should be noted that this survey was carried out in May and June 1976, as the final steps towards signing of the agreement between the EC and Canada were being taken. As for the attitude of Canadians to the agreement itself, the survey shows that 42 per cent of the respondents thought that both sides would benefit equally, while 30 per cent felt that the agreement would be to the net advantage of Canada. Better access to markets and investment capital was seen as the major advantage to Canada. A minority of 28 per cent considered that there might be distinct disadvantages; they were divided between those who thought that European exports might constitute serious competition on the Canadian market, and those who feared that the relationship could be

unfair, with the EC gaining access to Canadian raw materials without providing markets for Canadian manufactured goods.

The survey concludes that, while the attitudes of Canadians towards closer ties with Europe are positive, there is an almost equal interest in the strengthening of Canadian relations with the rest of the world. There is a very clear desire to open up to various parts of the world; seven out of ten of the respondents wanted to see Canada extend its contacts with the Far East in general, especially with Japan and the People's Republic of China, as well as with socialist countries such as the U.S.S.R., and with Latin America. Among those Canadians interested in and informed about international affairs, therefore, the importance of Canada's links with Europe is seen in the context of its foreign relations in general, and Europe appears to share the limelight with major powers on other continents.

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