

have supported the activities of the British Council and the Alliance française for over a century. In the Pacific region, those consummate traders, the Japanese, have had a Japan Foundation in place for a decade; more recently they have made cultural and educational exchanges a main area of activity for any Pacific Community primarily designed to deal with economic questions.

There is no question in my mind that Canada must move with more assurance and vigour into the business of increasing understanding of Canada in Asia and Pacific countries, and in developing a greater awareness of those countries among Canadians. We need to build public support for the relationship both abroad and at home; they are two sides of the same coin.

As I have mentioned on a number of occasions, increased coverage of the Pacific by Canadian media organizations would also be a significant step forward. So far, Canada has full-time correspondents in two cities only: Peking and Tokyo -- and only recently in the latter, a move which I have applauded.

From this perspective this Conference may have a very special importance in demonstrating the extent of support within the ranks of businessmen and others for the basic broadening of our relations with the Pacific region.

If I were asked for any other particular words of advice about how to approach the discussions you will be having over the next two days, I should like to make a few other requests.

First, I would ask that in dealing with the economic questions which are at the heart of this Conference, you not forget the totality of our various relationships in the Pacific and the political framework into which they fit. I would welcome any ideas from you on how the political, informational and cultural aspects might be more closely integrated with economic objectives into a coherent whole which has value and meaning for our partners as well as for us.

Second, I would mention that while this is a Canadian conference, the nations of the region are aware it is taking place, and one very welcome manifestation of this interest is the presence among us this evening of their Ambassadors and High Commissioners. They and their governments will be watching carefully to see on what terms Canadians intend to approach the Pacific in the years ahead. Will it be purely self-centred, based on a desire to reap maximum economic benefit only for Canada from trade, investment and other activities? Or will it respond in some reasonable way to the aspirations and objectives of both sets of partners through co-operation and greater diversification of economic interchange?