

- *promote the growth and vitality of the culture and education sectors, and thereby help create jobs.*

In this spirit, the Government believes in the promotion of all aspects of Canada's multi-faceted cultures. In the past year, the Government has taken numerous initiatives to extend Canada's cultural presence abroad and increase the impact of ongoing international cultural marketing efforts. Recently, the Government:

- *created a Canada-U.S.-Mexico Creative Artists' Residencies Program;*
- *sponsored a conference on Canadian education and the Asia-Pacific region in Vancouver from March 9 to 11;*
- *signed film, television and video co-operation agreements with Japan, Chile, Sweden and Brazil ;*
- *signed a Memorandum of Understanding on Cultural Co-operation with Hong Kong;*
- *appointed the first-ever Minister (Cultural Affairs) at the Canadian Embassy in Paris; and*
- *organized a major Canadian cultural festival in Mexico City, marking the 50th anniversary of the establishment of diplomatic relations between Canada and Mexico.*

Ongoing international cultural initiatives include:

- *film, television, and video co-production agreements with 26 countries, generating more than \$300 million of business per year in each of the last three years;*
- *museological agreements with France and Mexico to facilitate co-operation and exchanges, and to position Canadian technology and expertise in these markets; and*
- *programs to assist in the development and commercialization of cultural products in collaboration with the private sector — for example, the Sound Recording Development Program, the international marketing assistance component of the Book Publishing Industry Development Program, and the international distribution component of the Publication Distribution Assistance Program.*

Future activity in the international cultural field will be made more central in the management of foreign policy and operations. As a first step, the Cultural Affairs Bureau of DFAIT, whose functions were being eliminated by the last Government, has been reinforced and will henceforth report to the Assistant Deputy Minister responsible for global issues.