

Mr. MacEachen recalled that Canada is subjected, more than any other country perhaps, to generally welcome but somewhat too pervasive cultural influences from the United States, a situation which, together with the bilingual and multicultural make-up of Canadian society, accounts for the key parameters of the Canadian Government's foreign cultural policy:

- To maintain and strengthen the country's British and French connections;
- To sustain its participation in the cultural institutions of the Commonwealth and La Francophonie;
- To diversify cultural exchanges towards selected countries in Europe, Asia, Africa and Latin America.

But the new five-year plan also reflects a new approach to cultural relations by Canadian authorities. First, a greater variety of activities are planned for the programme of major cultural events, so that more countries can be reached and that Canadian artists and intellectuals can be more effectively assisted in establishing closer ties with their foreign counterparts.

Second, in response to new needs, conventional exchanges will be supplemented by new programmes such as interfaculty exchanges in the academic field and youth exchanges in the socio-cultural field.

Third, the new plan takes into account the findings of recent UNESCO studies in that it will place greater emphasis than in the past on the exchange of people, as opposed to the trading of cultural goods.

In conclusion, Mr. MacEachen thanked, on behalf of the Government of Canada, all those whose dedication and hard work made it possible to establish in little more than a year Edinburgh University's new Chair and Centre of Canadian Studies: the university's Vice-Chancellor and Principal, Sir Hugh Robson; the President of the British Association of Canadian Studies, Professor Watson and other faculty members; the Directors of the Endowing Foundation, particularly Lord Amory; the past and present Canadian High Commissioners in London, Mr. Jake Warren and the Honorable Paul Martin, as well as the staff of the High Commission.