

A more widespread use of television stimulated the demand for special films for this medium, and most missions reported increasing interest in Canadian films on the part of broadcasting stations.

One of the highlights of Canada's information activities abroad is the prestige film-showings periodically arranged by posts for viewing by selected audiences. Prestige film showings were presented at Addis Ababa, Bonn, Buenos Aires, Colombo, Djakarta, Hong Kong, Kingston, New York, Seattle, Singapore, Stockholm and Yaoundé.

During the year, the Division assisted the National Film Board and the Canadian Broadcasting Corporation with their activities abroad.

Exhibits Program

During 1969, the Department's program of exhibits continued at a high level of activity, and preparations were made for the continuation of this operation in succeeding years with the production by the Canadian Government Exhibition Commission of four large portable exhibits.

Canadian Patterns, the portable information exhibit first shown in 1968, continued to be used extensively in Australia, Britain, Germany, Japan, Venezuela and Brazil, and will be shown during 1970 in Argentina, Chile and Mexico.

After extremely successful showings for two years in the French-speaking countries of Europe, the information-cultural exhibit *Réalités canadiennes* was shown for the last time at the Lyons Trade Fair in March. To fill the gap left by its withdrawal, work began on a new major exhibit to be used throughout Western Europe.

A great deal of time and effort was put into the largest exhibit project yet undertaken by the Department -- a mobile display consisting of four truck-drawn trailers that will travel through the French-speaking countries of West Africa during 1970. Evening film showings to be held at the exhibit site will provide an additional attraction.

A new information-trade exhibit was produced, making a total of three of these very useful displays. They were shown at trade fairs in Nice, Toulouse, Bordeaux, Poznan, Marseilles, Grenoble and Berlin, as well as at the Nice International Book Festival. The Department co-operated in the information aspects of exhibits sponsored by the Department of Industry, Trade and Commerce in international trade fairs at Lima, Tehran, Brno and Zagreb. Small special exhibits were provided for the Kinshasa International Trade Fair, the Thessaloniki International Trade Fair, and the Carifta Expo 69 in Grenada.

A special small portable exhibit was produced for circulation in the Netherlands, Belgium and France in commemoration of the twenty-fifth anniversary of the liberation of these countries in the Second World War.

The portable exhibit constructed in 1968 for use by the Consulate General in New York was shown a number of times in the states served by this mission. A large and sophisticated exhibit for showing throughout the United States was designed and produced for use in 1970.