

**Globalization, Trade, and Culture:
Implications for Canadian-American Relations in the New Millennium**

A Proposal to the Department of Foreign Affairs and International Trade Canada
Scholarly Conferences Grant Program
June 15, 2000

Submitted by

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And

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I CONFERENCE DESCRIPTION and RATIONALE

We are proposing to hold a two-day event at the University of Berkeley and in the neighboring community of Mill Valley.

The first day would involve an academic conference that examines the increasingly important and complex issue of trade and culture. Specifically, the conference would address the globalization of culture and assesses the implications for Canadian foreign policy in general and Canadian-American relations in particular. The primary topics for discussion at the conference include globalization, the corporate concentration of media firms, the 'oligopolization' of the industry, international regulation, Canada's response to these changes (including, but not limited to, the articulation of the new cultural instrument), and the implications for Canadian foreign policy.

The second day would be organized around a co-sponsored event with the Mill Valley Film Festival. We are proposing to bring Atom Egoyan, a very influential and outspoken Canadian filmmaker, to the bay area to participate in the conference and to speak at a reception in Mill Valley. The film festival organizers would highlight Canadian films on that day and we would, in conjunction with the consular staff at the Canadian Consulate Trade Office in San Francisco, attempt to create a 'Canada Day' at the film festival.

It is our view that these two events would crossover very nicely and help us attract both an enlarged academic audience and a more diverse public to both events. The principal goals can be summarized as follows. First, we are hoping to provide a timely assessment of the current state and future prospect of culture and cultural industries, both within North America and beyond. Secondly, we are trying to encourage both an academic and a broader public discussion in California on changes to Canadian foreign policy as they pertain particularly to trade and culture. Despite the exceptionally hard work of Canadian officials in California, Canada is still not registering to the extent that it should be in California. This topic is one that definitely engages Californians and will, we hope, serve to elevate the level of debate on Canada and support the ongoing efforts of the program and the various Canadian government offices. Finally, it is our intention to enliven the debate and enrich the literature on Canadian-American relations.

II THE NATURE AND SCOPE OF THE CONTRIBUTION TO THE ADVANCEMENT OF CANADIAN STUDIES

More than thirty years ago a group of University professors in Canada came together under the auspices of the so-called inter-University seminar to discuss the current state and future prospects of the Canadian polity and the viability of an independent Canada.

The assumption, under which the group assembled, was that national identity, political autonomy and even legal sovereignty were in jeopardy. The primary concern, as it was expressed at the time in Andrew Axline's edited volume, *Continental Community?*, and as it has come to be featured in the national debate in Canada, is that the continued economic integration of the North American economy presents some very specific and very significant challenges to the political and cultural future of Canada.

Since then we have witnessed a very substantial increase in both the level and the extent of continental economic integration in North America along with a series of *crises* with respect to sovereignty, autonomy and identity. Conventional wisdom holds that the principal threats to Canada's independence during this period derive from the ongoing threat of separatism in Quebec, on the one hand, and the persistent concerns over assimilation by the United States, on the other. The latter was particularly pronounced during the period characterized by the difficult negotiations leading up to the signing of the Canada-US free trade agreement in 1988 and, in some circles, was further complicated by the negotiations which led to the extension of the FTA to include Mexico in 1994. During the two free trade debates, but especially in respect of the first, the country was polarized along regional, ethnic, gender and socio-economic lines.

More recently, it has become increasingly clear that the threat to political and cultural identity does not flow from our southern neighbour but, rather, from the shifting realities in the new international order. And, to make matters worse, the dramatic shifts in technology, which have swept through the various old and new cultural industries, have significantly exacerbated this threat.

This conference, like the emerging Canadian position on culture and trade, goes well beyond the age-old question of whether economic integration in North America actually represents a threat to Canadian identity and to its autonomy and moves on to the much more pressing issue of whether the increasing internationalization of culture, and the declining capacity of regulatory authorities like the WTO, represent a new challenge to Canada. Moreover, the conference will address how exactly to deal with this new threat.

Simply stated, the traditional policy of attempting to seek refuge behind the infant industry argument or to ask for exemptions to trade agreements based on the domestic political problems of the such an agreement should there be no exemption is just not workable any longer - continentally or globally. The conference will proceed from the assumption that the CUFTA exemption was considerably watered down when it came to be included in the NAFTA and that the current policy, which falls under the yet-to-be-fully understood "New Cultural Instrument" label, is a substantial deviation from the traditional policy. While the so-called 'instrument' seeks to guarantee cultural diversity (and, in the bargain, to protect Canadian culture, it does so from a much more cosmopolitan position and does not, as was the case in the past, seek to disengage or disentangle trade and culture.

III SCHEDULE OF ACTIVITIES

i. The Conference

Globalization, Trade, and Culture: Implications for Canadian-American Relations in the new Millenium

University of California at Berkeley, Canadian Studies Program
October 6/7, 2000

Friday October 6th, Boalt Hall, Berkeley, California.

8:45

Welcome: Thomas G. Barnes, Co-Chair, Canadian Studies, UC Berkeley

9:00 - 10:30

Session I Globalization and the Internationalization of Culture

Chair: Thomas Barnes, UCB

Panelists: Michael Clough, UCB, Marc Busch, Harvard/Queen's

10:45- 12:15

Session II Culture and the International System: The WTO and Beyond

Chair: Thomas Barnes, UCB

Panelists: Francois Bar, Stanford; Ernst Haas, UCB; Beth Simmons, UCB

Lunch 12:15 - 1:30

Lunch Speaker (TBA / Canadian Consul General in Los Angeles)

1:30- 3:00

Session III The Canadian Response: the logic of the new culture instrument

Chair: Nelson Graburn, UCB

Panelists: Rebecca Goldfarb, Price-Waterhouse Canada; Jason Bristow, Carleton;
Senior Official Heritage Canada.

3:15 - 4:45

Session IV The Implications for Canadian - American Relations.

Chair: Nelson Graburn, UCB

Panelists: Michael Hawes, Queen's/UCB; Heather Smith, UNBC;
Senior Official, DFAIT.

4:45

Concluding Remarks: Michael K. Hawes, UCB & Queen's.

ii. The Cultural / Public Event

Saturday October 7th, Mill Valley California

5:00 - 7:00 Reception, Guest Speaker Atom Egoyan (invited)

7:30 Canadian Film at the Mill Valley Film Festival

iii. The Editorial Meeting.

Friday and Saturday January 12/13, 2001. Berkeley.

IV NAMES OF PARTICIPANTS/ TARGET AUDIENCE

Please see the conference schedule for the list of participants. Scholars will be drawn from the University of California at Berkeley, Stanford, Harvard, Queen's, the University of Toronto, the University of Northern British Columbia, and Carleton. We are hoping for a very diverse audience at Berkeley and in Mill Valley, including academics, students, interested publics and the business community. We are also hoping that the film crossover and the general interest in culture will allow us to build the Canadian studies base at UC Berkeley. In this respect, along with some others, this is key event for the program, which is a strong period of growth and advancement and depends very much right now on Canadian government support.

V BUDGET

i.	Conference travel	Hawes, Busch, Smith, Goldfarb, Bristow & Egoyan	
			\$3850.
ii.	Local accomodation	3 nights x 6 visitors	\$2340.
iii.	Lunch	50 x \$25	\$1250.
iv.	Reception, Mill Valley		\$1080.
iv.	Local Transportation		\$ 290.
v.	Egoyan Honararium		\$1000.
vi.	Honararium for paper givers	8 x \$300	\$2400.
vi.	Travel for Editors meeting		\$ 990.
vi.	Publication subvention		\$2000.
	Total Budget		\$15,200

VI PUBLICATION

The whole question of culture has not been dealt with well in the past and, in our view, at least, represents an area of significant weakness in the academic literature on Canadian - American relations. With any luck, there will be a publication that comes out of the March 2000 conference at NYU and there are a few other pieces that in the works. Generally speaking, there are two reasons for this lacuna. First, there is the whole issue of how Canadians and Americans have consistently talked at cross-purposes when it came to culture. Americans have consistently seen culture as industry while Canadians have consistently seen it as something more. Secondly, there has been an academic division. Economists, business schools and the like have taken the position that cultural industries are just that -- industries -- and should be treated as such. Nationalists, and, in more general terms, most Canadian governments over the last few decades have treated culture as "special" and "unique" and have sought exemptions to any formal agreement on trade. The whole issue of globalization is, ironically, the great equalizer when it comes to both of these divisions.

Our plan is produce a special issue of the American Review of Canadian Studies, based on the papers presented at the Conference and follow up meeting of the editors (Hawes, Barnes and Ross). In addition, the proceedings will be abstracted and posted on the web shortly after the conference itself.

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**Globalization, Trade and Culture
Canadian Studies Program
February 28-March 2, 2001**

Attendance list for opening dinner, Feb. 28, 2001, The Faculty Club (Heyns Room) at 6:30 pm

The Right Honourable Kim Campbell, keynote speaker
Professor & Mrs. Thomas G. Barnes, Canadian Studies (2) - hosts
Dr. John Zysman, Political Science & BRIE (representing Dean Leonard of IAS)
Dr. Michael K. Hawes, Department of Political Studies, Queen's University,
conference director

conference participants:

Dr. Robert Jackson, Department of Government, University of Redlands (3)
Mr. Dennis Browne, Centre for Trade Policy and Law, Carleton University
Dr. Patricia Goff, Department of Political Science, University of Utah
Ms. Barbara Motzney, Director, Cultural Diversity Initiatives, Canadian Heritage
Mr. Peter Grant, Senior Partner, McCarthy, Tetrault Barristers and Solicitors
Ms. Janet Creery, Canadian Conference for the Arts, Ottawa.
Dr. Michel Laguerre, African-American Studies; Director BCGIT; keynote speaker at
Thursday lunch

conference guests:

Mr. David Dubinski, Department of Foreign Affairs and International Trade Canada
Ms. Kerridwen Harvey, Senior Policy Advisor, International Relations, Heritage
Canada

other UCB:

Dr. Henry Brady, Political Science, UC Data
Dr. Harry Scheiber, JSP School of Law
Dr. Peter Dale Scott, English (emeritus)
Dr. & Mrs. Pierre Aubéry, Research Associate, French & Ethnic Studies (2)
Mr. William Young, Research Associate, Canadian Studies Program
Dr. Chen Yuan, Research Associate, Canadian Studies Program, and guests (3)
Ms. Katherine Cook, IAS Development
Ms. Annmarie Mitchell, Library (2)
Mr. Brad Barber (Assistant V.P., Institutional Advancement, UCOP)

Canadian Consulate Trade Office, San Francisco/Silicon Valley

Mr. & Mrs. Norman Lomow, Consul (2)
Mr. Wendell Sanford, Consul, Los Angeles
Mr. Handol Kim, Consul, San Jose
Mr. Andrew Thompson, Public Affairs

John Roxburgh

Canadian Studies Program Advisory Board members:

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Graduate students & post-docs, UCB:

Ms. Pamela Stern, Anthropology

Mr. Peter Hall, Planning

Dr. Guy Beauregard, Ethnic Studies

Ms. Charlotte Coté, Ethnic Studies

Mr. Douglas Scullion, LL.M., Boalt School of Law

Mr. Jeff Colgan

Other universities, affiliated with Canadian Studies:

Prof. Joseph Boudreau, History, San Jose State

Prof. Carol Beran, English, St. Mary's (2)

Prof. Ted Thomas, Sociology, Mills

Prof. Cheryl Hanna, Law, U.C. Hastings

Other friends of CAN:

Ron Vandenberg, CEO Addis Engineering (guest of Prof. Zysman)

Barry Gurdin

Craig Gough

Kate Dettenrieder & Brent Lanford