

Canada-Ukraine Partners Program

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In 1996, the CUPO became a component of the Program Support Unit of the New CUPP program, still under the auspices of the Canadian Bureau for International Education (CBIE). At its height, the office employed seven local staff, including Ukrainian sector specialists, under the directorship of Canadian Lubomyr Markevych.

The CUP Office location on the fourth floor of the prestigious "Ukrainskiy Dim" on Khreshchatyk, right opposite the Dnipro Hotel, played a highly visible role in profiling Canada's technical cooperation image in Kyiv. It developed a reputation for excellence in the community of international technical assistance offices based in Kyiv. The CUP Office earned a seat in many types of meetings and consultative processes, greatly exceeding its original mandate of serving the three sector programs. And always it served as a little bit of Canada away from home, a convenient resource centre for Canadian volunteers who had the privilege of serving Canada and assisting Ukraine in this important journey.

CANADA-UKRAINE MONITOR MAGAZINE

From the days immediately following Ukraine's declaration of independence, the Ottawa-based Ukraine-Canada Policy and Trade Centre actively followed and chroni-

cles the growing activities and ties between Canada and Ukraine in its quarterly publication, the Canada-Ukraine Monitor. The Monitor was published for the first two years through sheer determination with intermittent ad hoc financial support. In 1995, the magazine was incorporated into CUPP and, from 1996 to 1998, it came under the auspices of the Program Support Unit of the New CUPP Program.

With every successive issue, the Monitor was able to provide unprecedented coverage and promotion of not only the CUPP program, but the full scope of bilateral Canada-Ukraine activities. As government officials pronounced a "Special Relationship" with Ukraine, the Monitor spread the news to a targeted audience of 4,000, including policy makers, Members of Parliament and Senators, business leaders, mainstream and Ukrainian-language media, universities and libraries across the country, and a Ukrainian-Canadian community watching their dreams for Ukraine unfold. They read about government missions to Ukraine and Canada, provincial and regional initiatives, bilateral trade and commercial linkages, international newsbriefs and embassy activities, and always, in-depth features on Canada's technical assistance program to Ukraine.

Volunteers travelling to Ukraine soon became aware that Ukrainians really knew

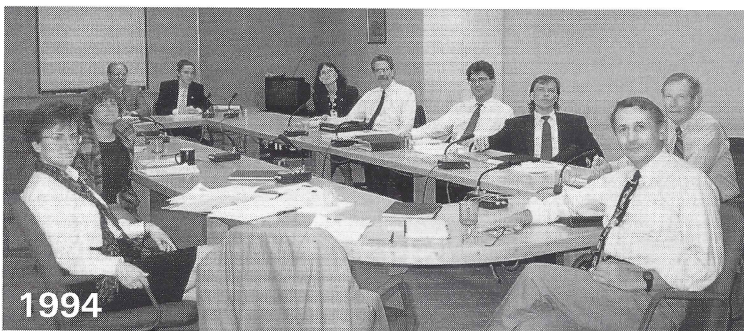
very little about Canada. The Monitor's editors began to work closely with the Embassy of Canada in Kyiv, and the magazine's format evolved to include a Ukrainian-language section for readers in Ukraine.

By 1996, more than 25% of the magazine's distribution was in Ukraine, reaching Ukraine's Cabinet of Ministers, members of the Verkhovna Rada, Ukrainian entrepreneurs looking for business opportunities in Canada, and members of the Union of Journalists of Ukraine. An INTERNET home page was established to further extend the Monitor's reach.

Over the years, the Monitor has acted as an effective tool to visibly demonstrate to Canadians and Ukrainians the benefits of maintaining their special relationship. In the words of President Kuchma, "The Monitor without a doubt has facilitated the widening and deepening of bilateral cooperation, particularly in such areas as economy and trade. And, after all, the development of good relations between Ukraine and Canada is in the interest of both our countries and peoples."

PROMOTION AND ADVISORY SERVICES UNIT

The final CUPP Program also saw the Ukrainian Canadian Congress assuming the role for promotion and advisory services,



NINA ROMAS

Over the years, regular consultative meetings for CUPP program managers often included CIDA officers and special guest speakers from either Canada or Ukraine to keep on top of issues, changing policies and new key players. This was one of the unique features of the CUPP program. Shown in the above photos are some of these management teams.