

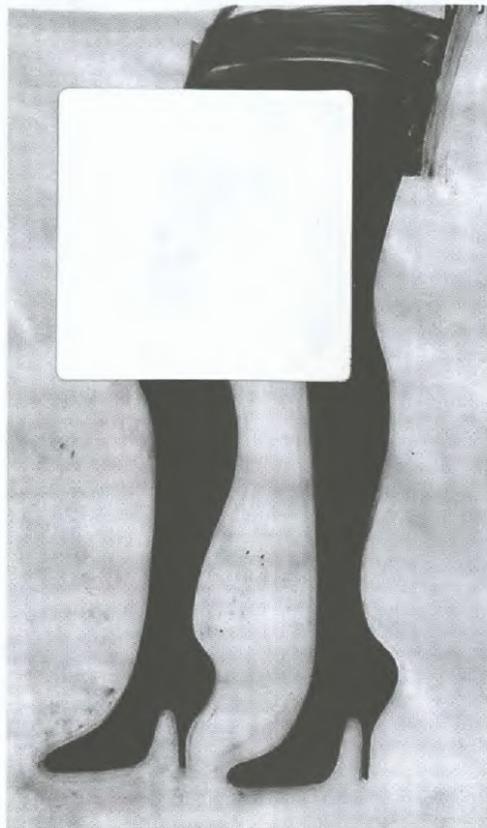
Success for visual arts mission in New York

The Affordable Art Fair (AAF) is an annual event that showcases the talents of emerging artists, while offering art enthusiasts the chance to buy works for no more than US\$5,000. The second annual AAF, held in November 2003 in New York, built on the success of the first show, bringing original and innovative contemporary art to the attention of the public. More than 120 galleries, including nine Canadian galleries, exhibited the work of international contemporary artists.

Appropriately coinciding with this event, the Canadian Consulate General in New York welcomed seven Canadian galleries that participated in its ExportUSA visual arts mission. As part of the Trade Routes initiative of Canadian Heritage, Jeffrey Crossman, Cultural Trade Commissioner at the Consulate General in New York, organized the mission for Canadian galleries interested in learning the basics of expanding their exports to the United States.

Attendees get connected

Participants had the opportunity to meet with key industry figures, who provided information and advice about various aspects of the art market, including an overview of the New York contemporary art scene, tips about generating publicity and little-known facts about the cross-



Untitled, by Cathy Daley (Calgary's Newzones Gallery, Affordable Art Fair participant)

border transportation of artwork. They also gained insight into the workings of art fairs through their discussions with New York art fair organizers. Participants were invited to attend the AAF opening reception, where they networked with the event's participants and forged important ties with industry members.

Rick Hiebert of **Fehely Fine Arts** in Toronto enjoyed the "very well organized and presented" mission and commended those involved for going "above and beyond the call of duty." Aggie Beynon of **Harbinger Gallery Inc.** in Waterloo agreed, commenting that "participating in a trade mission such as the AAF mission has been invaluable as a one-stop shop for information gathering for novice exporters. This experience will benefit businesses' bottom line versus a trial and error approach." Satisfied participants left with a better understanding of their own exporting goals, more know-

ledge about the art market and the benefit of a first-hand look at New York's dynamic marketplace for visual arts.

The submission date for galleries wishing to participate in the 2004 Affordable Art Fair is March 15, 2004.

For more information, contact Jeffrey Crossman, Cultural Trade Commissioner, Canadian Consulate General in New York, tel.: (212) 596-1650, e-mail: commerce@canapple.com, Web site: www.affordableartfair.com.

Canada brings N.W.T. diamonds to Boston

In November 2003, the Canadian Consulate General in Boston, in cooperation with the Government of the Northwest Territories (N.W.T.), was actively involved in organizing the first-ever campaign to promote Canadian Arctic diamonds in New England—a tour that also included

a stop in Chicago (as reported in the February 2 issue of *CanadExport*).

In Boston, audiences with a special interest in the field were introduced to N.W.T. diamond production at the annual Maple Leaf Ball. The following day, thanks to a contest

run by two local distributors, Bostonians were able to meet a diamond cutter from the N.W.T. and learn about these superb stones that could, in the next ten years, place Canada among the top three producers in the world.

continued on page 5 — Canadian diamonds

Canadian companies connect with Chinese conglomerate

In October 2003, as a follow-up to the China High-Tech Fair, the Canadian Consulate General in Guangzhou organized a Canadian delegation of 18 business people to visit the Overseas Chinese Town (OCT) in Shenzhen. OCT is one of the largest enterprises in Shenzhen, with businesses ranging from real estate development, hotel and theme parks to electronic appliances and information technology (IT).

The Canadian delegation was headed by Canadian Consul General Jim Feir and included representatives from the Alberta Government Hong Kong Office, the Canadian Consulate General in Hong Kong and nine Canadian companies from the IT, environmental protection and construction sectors.

During the visit, the companies promoted Canadian excellence in

construction and design, environmental protection, building materials (including wood-framed houses) as well as IT technologies. Canadian companies were able to learn about the needs of OCT and introduce their products and services to its executives. A site tour was arranged to visit Shenzhen's Happy Kingdom, one of the three theme parks built and managed by OCT, and Konka, China's 11th largest IT and electronics company.

The team also visited an ecology park in eastern Shenzhen. This project will be the largest-ever ecology park in China, with a total investment of some \$3.2 million funded entirely by OCT. After the site tour, Canadian companies and OCT project managers met to discuss the design and environmental opportunities of the ecology park.

Canadian delegates reported many promising trade leads, like new paper

product smart cards in its theme parks, Canadian icewine in its hotels and Canadian wood for construction projects in the ecology park.

Opportunities

OCT is interested in finding Canadian partners in the following areas: design and planning of theme park and real estate projects; paving materials for roads in their upcoming forestry park; water treatment; design and construction of wood-framed houses and wood products; and advanced IT and environmental protection technologies that can be applied to these projects.

For more information, contact the Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: ganzu@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca.

Canadian diamonds — continued from page 4

Deputy Premier Jim Antoine represented the Government of the N.W.T. at the event. Antoine took advantage of his stay in Boston to meet with several members of the print and broadcast media in New England to raise awareness of N.W.T. diamonds and their economic importance to the First Nations people.

Carl Malmsten, the N.W.T. government official who initiated the campaign, indicated that "promoting diamonds from the Northwest Territories plays an important role in terms of exports, but its goal is primarily to ensure the sustainability of an industry that draws on the talents of a number of men and women from the North."

The Honourable Ronald Irwin, Canadian Consul General in Boston

and former federal Minister of Indian Affairs and Northern Development, has a keen understanding of the importance of economic development for the region and expressed satisfaction at seeing this department involved in this first campaign in the U.S. The Consul General stated, "Boston and New England are at the centre of the jewellery trade in the U.S. and are important markets both because of their size and because they often set the fashion for jewellery. I am proud that the Consulate got behind the N.W.T. in its efforts to break into such an important market."

At the end of this campaign in the U.S., all the partners expressed a desire to expand activities to promote N.W.T. diamonds in the U.S. in 2004.



At the Maple Leaf Ball to introduce N.W.T. diamonds were (from left): Ronald Irwin, Canadian Consul General in Boston, and Jim Antoine, Deputy Premier of the N.W.T.

For more information, contact Colette Leborg, Canadian Consulate General in Boston, tel.: (617) 262-3338, ext. 3357, fax: (617) 262-3415, e-mail: colette.leborg@dfait-maeci.gc.ca.