

## Attention artists U.S. art show set to go

Chicago, Illinois — November 6-9, 2004 — The Canadian Consulate General in Chicago invites Canadian artists and gallery owners to join the New Exporters to Border States mission and the **Sculpture, Objects & Functional Art Show (SOFA)**—one of the most renowned shows for high-end glass, ceramic, wood, metal, fibre and sculpture in the U.S.

This mission is for Canadian artists or gallery owners who would like to start exporting, or expand their exports, to the U.S. market. Artists and owners can get additional market information to make a decision on market entry strategies, and hear from industry experts in a focused educational forum.

The trade mission will include an educational session with industry experts, admission to the SOFA show, and networking opportunities with art collectors from the most important craft and design galleries in the U.S.



The educational seminar will cover topics such as industry trends, customs and regulations, working with art galleries, selling to museum gift shops, designing agreements, and working with local representatives, buyers and agents.

For the networking reception, the Canadian Consulate General in Chicago and the Mint Museum of Craft and Design will bring together mission participants, Canadian gallery exhibitors at SOFA and the Mint Museum's Founders Circle members—a select group of collectors from the U.S.

Attendance is based on a screened first-come, first-served basis. **For more information**, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: (312) 616-1860, fax: (312) 616-1878, e-mail: chcgo-td@international.gc.ca, Web sites: [www.chicago.gc.ca](http://www.chicago.gc.ca) or [www.sofaexpo.com](http://www.sofaexpo.com). ✱

*Spirit Within (2004), a sculpture by Dawn MacNutt, is made of copper wire and seagrass, woven on loom. (63" high, Browngrotta Arts, Wilton, Connecticut)*

## Exporting stateside: A guide to success

Doing business in the United States can be a complex undertaking. But with a market of over 291 million people and trade exceeding \$1.8 billion a day with Canada, it's one well worth exploring. It may be the perfect destination for exporters considering their first export venture; or, for companies already exporting to the United States, the logical place to look for further opportunities.

To help you take full advantage of the opportunities in this highly competitive marketplace, Team Canada Inc has introduced a new on-line guide for exporters called *Exporting to the United States: A Guide for Canadian Businesses*. This comprehensive guide is available at [www.exportsource.ca/unitedstates](http://www.exportsource.ca/unitedstates) and

contains up-to-date information that will help exporters answer questions about every aspect of the export process to the U.S., including:

- Researching target markets — Where in the U.S. might your goods sell best? Are your prices competitive?
- Selecting a strategy for entering your market — Should you open a U.S. branch? Use a manufacturer's or sales representative?
- Managing legal and regulatory issues — What are NAFTA rules of origin? Should you obtain a U.S. patent?
- Dealing with export financing — Where can you get financial assistance? How do you check a U.S. buyer's credit?

- Traveling to the U.S. — What are NAFTA entry classifications? Must you declare business samples at U.S. Customs?

- Coping with border security and customs — How do you comply with U.S. border security demands? Do you need a U.S. customs broker?

That's just a sample of the information this guide offers exporters. Along with all this, it includes dozens of links to Canadian and U.S. Web sites with the most current information on a vast range of export topics. New and experienced exporters can use this guide for information, tips and resources needed for success in the U.S. market. ✱

## Foreign direct investment: An instrument of wealth creation and growth

Nations around the world are increasingly competing against each other to attract the global investments that support economic growth and fund economic transformation.

The competition for foreign direct investment (FDI) is intense and success is increasingly determined by the ability of a country to develop and implement a range of policies, regulations and standards that create a superior business and investment climate.

### Taking centre stage

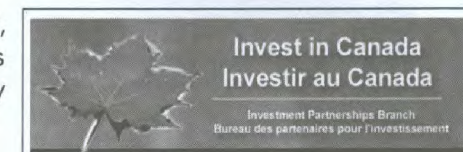
FDI has played a major role in shaping the Canadian economy and has contributed greatly to the nation's prosperity. In 2002, Canada's share of global FDI stock (3.1%) exceeded its share of world GDP (2.3%). In fact, FDI accounted for 30.4% of Canada's GDP, more than any other G-7 economy except the United Kingdom (40.8%).

Recent research shows that foreign-controlled firms contribute some 45% of the investment in manufacturing plants and equipment each year, modernizing Canada's capital equipment and driving productivity improvements with the latest technologies. Foreign investors account for 34% of Canada's research and development expenditures.

Canada is one of the most open trading nations in the world and foreign investment and trade go hand in hand. Foreign-controlled firms are much more trade-oriented than their domestic counterparts and their ratios of both imports to sales and exports to sales are higher than domestic companies. In spite of their relatively small number, foreign controlled firms are responsible for a little more than half of Canada's total imports and a little less than half of total exports.

But FDI brings more than capital to the Canadian economy. It accelerates

productivity growth. It also brings the latest technology embedded in machinery and production processes, marketing and management expertise, as well as access to export markets through established distribution networks. FDI contributes to increased domestic competition, a major driver of innovation in a knowledge-based economy. Attracting and retaining increasing amounts of FDI into this country is essential to meeting the goals established by Canada's Innovation Strategy, and to the achievement of sufficient economic growth that generates the wealth to fund Canada's social agenda.



*As the focal point of investment within the Government of Canada, International Trade Canada's Investment Partnerships Branch coordinates the investment effort across government. As part of this team effort, the branch tries to influence and monitor investors' perceptions of Canada's investment climate and those of our major competitors for foreign direct investment.*

Globalization is leading transnational companies to locate strategic investments in each of the three major continental markets—Asia, Europe and North America. Given the size and wealth of its market, North America is a magnet for transnational investors. However, geography has positioned Canada in direct competition with the U.S. for such



investments. Proximity, lower costs, and NAFTA make Canada a competitive alternative for North American-bound investment from Europe and Asia, as well as for U.S. domestic investors.

Foreign and domestic investors alike use the same criteria to assess investment locations. Access to a large and dynamic market ranks at the top. The availability of multi-lingual skilled labour, competitive costs, efficient transportation, quality of life and communication infrastructure are other important determinants.

For knowledge-intensive industries, other criteria such as progressive intellectual property regimes, research and development infrastructure, and sophisticated capital markets are also critical. Governments play an active role in developing the policies, programs and services influencing the quality and availability of these factors which shape the competitiveness of a country's investment climate and its relative attractiveness to investors.

### Looking to the future

Over the next decade, Canada's success in attracting strategic investment and reinvestment to increase productivity, and to focus industry on higher value-added activity, will shape its ability to compete internationally and to create wealth.

**For more information**, contact Marcel Gaumont, Investment Partnerships Branch, International Trade Canada, tel.: (613) 941-9268, e-mail: [gaumont.marcel@ic.gc.ca](mailto:gaumont.marcel@ic.gc.ca), Web site: [www.investincanada.gc.ca](http://www.investincanada.gc.ca). ✱