

Activity	Date	Location	Dept.	Contact
Workshops, seminars and trade show on Canadian Alfalfa	TBD 1993	Middle East	CDA	403-450-0169
Latin America and the Caribbean				
Swine mission to Central America	Apr 1993	Central America	AGCAN	613-993-6671
Livestock; information booth and seminar: Conferencia Ganadero '93	May 1993	Acapulco	EAITC	613-995-8804
Memorandum of Understanding (MOU) Ministerial Mission	May 1993	Colombia	AGCAN	613-993-6671
Processed foods and beverages; mission to	Jun 1993	Mexico City, Guadalajara	WED	204-983-0181
Processed food group	Jun 1993	Brazil	AGCAN	613-993-6671
Livestock and agri industry; national stand: Agro Expo '93	Jul 1993	Bogota	EAITC	613-996-2268
Livestock genetic; information booth: Expoiner '93	Aug 1993	Puerto Alegre	EAITC	613-996-6921
CIGAL, National Dairy Congress seminars	Aug 1993	Mexico	AGCAN	613-993-6671
Food processing; national stand: Expo Alimentos '93	Sep 1993	Monterrey	EAITC	613-995-8804
CONAPOR, National Swine Congress seminars	Oct 1993	Mexico	AGCAN	613-993-6671
Swine, genetic materials and services; information booth: National Swine Congress '93	Nov 1993	Acapulco	EAITC	613-995-8804
Food consumer products; national stand: Antad '94	Mar 1994	Guadalajara	EAITC	613-996-3558
Livestock genetic material; mission to	Mar 1994	Panama, Costa Rica, El Salvador	EAITC	613-995-0460
Agri-food; strategic partnering (investment)	TBD 1993	Mexico	INVCAN	613-995-0759
Central/Eastern Europe and the Commonwealth of Independent States				
Agricultural equipment; mission to: Agrotech Ukraine '93	Apr 1993	Kiev	EAITC WED	613-996-6652 306-975-5854
Exploratory mission to assess market potential for seed potatoes	Apr 1993	Russia, Belarus, Kazukhstan	POCAN	506-453-0788
Agriculture and food processing; mission to	May 1993	Budapest	EAITC	613-996-1530
Food processing equipment; solo show	May 1993	Bucharest	EAITC	613-996-7107
Agriculture and food consumer products; national stand: Novi Sad Fair	May 1993	Belgrade	EAITC	613-992-7001
Agriculture; information booth: Agricultural Exhibition	Aug 1993	Prague	EAITC	613-996-2147
Packaging machinery; mission to	Sep 1993	Brno	EAITC	613-996-7107
Food and food processing; information booth: Polagra '93	Sep 1993	Warsaw	EAITC	613-996-7107
Packaging and food processing; mission to: Budatranspack	Oct 1993	Budapest	EAITC	613-996-7107
Food processing equipment; national stand: Mjasomolprodemash '93	Nov 1993	Kiev	EAITC	613-996-6652
Incoming mission of growers and buyers of seed potatoes	TBD 1993	Hungary, Czech Republic, Slovak Republic	POCAN	506-453-0788
Incoming missions to trial sites to demonstrate benefits of higher-class seed	ONG 1993	Hungary	POCAN	506-453-0788
Multiple Markets				
Agricultural equipment and services; buyers from United States and others to: Western Canada Farm Progress Show	Jun 1993	Regina	EAITC	613-992-7882
Royal Agricultural Fair; buyers from Korea and Mexico to	Nov 1993	Toronto	EAITC AGCAN	613-943-0897 613-993-6671
Getting Ready to Go Global sector campaign: Broad range of international activities to be undertaken in food and beverage products	TBD 1993	Various	EAITC ISTC	613-995-1775 613-954-3087

Arts and Cultural Industries

A International Environment

Arts and culture industries make an important contribution to the overall competitiveness of many individual national economies earning approximately \$200 billion worldwide and \$6 billion in Canada last year (1991-1992). These earnings are anticipated to grow at the rate of 10 to 15 per cent annually.

This is a dynamic sector in which opportunities for success are notably enhanced where there is a willingness to embrace and adopt the wide range of available new technologies.

The globalization of the sector has increased the level of competition and the rewards for success. The demand side of the industry is characterized by an acknowledged degree of homogenized cultural preferences, mostly for U.S.-style products. The entrepreneurs from Japan, France, Italy, Germany and Australia have successfully positioned themselves in the global market to take advantage of this trend. The supply side of the market is undergoing a rationalization, characterized by a rise to prominence of a number of large, vertically integrated, global corporations. Consortia, joint ventures and co-productions are emerging as the alternative sources of production and distribution to these global, integrated corporations.

B Domestic Position

One of the biggest challenges faced by the arts and cultural industries in Canada is its distribution structure and the relatively small size of the Canadian market. The global market is becoming important to the Canadian firms in this sector with improvements in production technology and the increase in production costs. Canadian firms are meeting with success in such global niche markets as docudramas and children's programming and literature, and have been making inroads in film and dramatic series.

In order to balance the effects of the market size and distribution, Canada has been reluctant to permit increased foreign investment in the cultural industries. These industries have been purposefully left out of negotiations such as the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA) to prevent the cultural standardization of content and the complete foreign control of distribution.

The Arts

The development and growth of major performing arts organizations in theatre, opera, music and dance during the past 30 years is an important indicator of cultural achievement in Canada. The arts sector employs highly trained workers with professional levels of education. This workforce also serves as a talent pool for the cultural industries, which include broadcast, film, book publishing and sound recording.