

Salon international des sports d'hiver

SIG, Grenoble

SISEL Sport, Paris

Salon du meuble de Paris (furniture)

Musicora, Paris

Salon nautique, Paris (water sports).

c) For the cultural industries sector, we will promote alliances between the trade and tourism sections at the Embassy as well as the Canadian Cultural Centre in Paris.

For instance, the establishment of promotional mechanisms to stimulate the demand for language-learning trips to Canada. The same applies to books, records, audio-visual media and the visual arts. We plan to include the promotion of these industries as part of wider promotional opportunities. As well, we will develop close ties with representatives of several federal government departments (Heritage, Indian Affairs, National Museums) and private institutions (Export-livres, Canadian Music Centre, publishers and so on). We will also promote the creation of homogeneous interest groups for missions of new exporters. The cultural industry has virtually never used this tool, which will definitely pay dividends in the long run. Apart from raising widespread awareness in foreign markets, such missions will help to introduce several new stakeholders to the market.

### **Consumer products sector : Useful contacts**

#### **FRANCE**

##### **Canadian Embassy**

Gisèle Aubut  
Commercial Officer  
35, avenue Montaigne  
75008 Paris  
ph : 011.33.1.44.43.23.82  
fax : 011.33.1.44.43.29.98  
[gisèle.aubut@dfait-maeci.gc.ca](mailto:gisèle.aubut@dfait-maeci.gc.ca)

Michel Montet  
Commercial Officer  
35, avenue Montaigne  
ph: 011.33.1.44.43.23.74  
fax : 011.33.1.44.43.29.98  
[michel.montet@dfait-maeci.gc.ca](mailto:michel.montet@dfait-maeci.gc.ca)

**Union des industries textiles**  
(Association of textile companies)  
37-39, rue de Neuilly  
92113 Clichy