

CRAFT

The export of Canadian arts and crafts is a growth sector thanks in large part to the creativity of Canadian artists and the quality of their products. There are about 250 to 300 export-ready craft and giftware producers in Canada. The average-sized operation is estimated to be one to six employees, with total employment estimated at about 25 000.

There is a developing interest in Canadian aboriginal arts and crafts in the United States, Western Europe and Japan. To date, efforts have been focussed on the German and U.S. markets, but there will be increased emphasis on the considerable potential offered by other European markets and Asia.

MUSEUM GOODS AND SERVICES

Canadian museums and museum consulting firms have achieved international recognition for their expertise in museum planning and managing, and in museum training programs. Institutions such as the Ontario Science Centre and the Royal Ontario Museum are consulted for their expertise on museum development and exhibits, and the Canadian Museum of Civilization actively exports its multimedia products and exhibition by-products.

Performing artists such as Canada's modern dance company La La La Human Steps, Canada's young Grammy winner Alanis Morissette, Quebec's extraordinary circus group Cirque du Soleil and concert pianist Louis Lortie regularly tour internationally.

International audiences are also drawn to Canada to witness the wide range of well-established cultural festivals that Canadian cities have to offer. Millions travel every year to enjoy such festivals as Montreal's International Jazz Festival, Stratford's Festival Theatre, Prince Edward Island's Charlottetown Festival and Toronto's Caribana festival, to name just a few.

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