

OBJECTIVES

The objectives of this report are:

- (i) to provide a market assessment identifying commercial export opportunities for Canadian cultural products and services in Western Europe;
- (ii) to briefly assess the federal government's programs and services to assist the cultural enterprises in marketing and promoting products in Western Europe;
- (iii) to recommend ways and means of improving export sales of Canadian cultural goods and services to Western Europe.

We recognize that the non-commercial aspects of cultural activity deserve to be acknowledged for making a fundamental contribution to the cultural development of Canada. However, in this report we decided to focus on the economic benefits and commercial opportunities that the Canadian cultural sector can achieve from reciprocity in trade and diplomatic ties with Western Europe. The commercial cultural products and services described in this report include book and periodicals publishing, television film and video programming, and sound recording. It is intended that theatrical film will be funded as a separate market study.

The report describes the various cultural markets, but in accordance with our terms of reference it excludes the marketing of printing machines,