

DFAIT Receives Awards from Industrial Commissioners

DFAIT has received awards of excellence from the Economic Developers Association of Canada (EDAC) for international marketing products developed over the past year. These investment marketing tools were produced by the International Marketing Group (BCFD).

The awards were in recognition of outstanding achievement in the following categories:

- **"Research"** – Gold Leaf Award (1st Prize) for the KPMG-commissioned report entitled *A Comparison of Business Costs in Canada and the United States*, which concluded that Canada is more cost-competitive than the U.S. in several industries and also reinforces the fact that Canada is an attractive destination for international firms seeking to invest in North America.
- **"Other Promotions"** – Gold Leaf Award for *Canada Investment Facts*, an interactive electronic presentation describing the many competitive advantages that Canada offers to investors, and showing that our economic fundamentals are sound, with solid growth

prospects, low inflation, strong productivity and record high exports.

- **"Newsletters and Serials"** – Silver Leaf Award (2nd Prize) for *Canada: Investment News*, an international newsletter providing current and useful information about investment successes, prospects and trends in Canada.
- **"Stuffers, Mailers and Flyers"** – Silver Leaf Award for *Those Who Know Canada Invest in Canada*, a three-panel pocket card that presents bilingual information outlining various reasons why international business people should invest in Canada; and Bronze Leaf Award (3rd Prize) for *Investment Facts and Factors at a Glance*, a regularly released leaflet containing informative graphs and tables outlining facts that contribute to the attractiveness of the business climate for prospective investors.

For further information, contact M. C. Németh (BCFD) at (613) 995-6219, or Pierre Blanchard (UTO) at (613) 944-2375.

Exporting: For Art's sake

Cultural products and services made up approximately \$2.9 billion in Canadian exports for 1995. The new Arts and Cultural Industries Promotion Division (ACA) was developed from a merger of the former Cultural and Educational Goods and Services Promotion Division, and the Arts and Letters Division. The new division has two sections: Arts Promotion and Cultural Industries. The Cultural Industries section builds on trade promotion initiatives, undertaken a year ago, by:

- developing market information/intelligence for Canadian cultural industries
- helping cultural industries build and consolidate international networks
- supporting the development of marketing tools for use by posts in promoting Canadian cultural industries
- collaborating with Statistics Canada, Canadian Heritage and Industry Canada to elaborate on preliminary work aimed at assessing the economic importance of the sector
- assisting cultural industries in marketing their goods and services internationally. Products and services

include: sound recordings, visual arts, museum technology and services, aboriginal cultural products, cinematography, audio visual and multi-media material, and new technology related to the information highway.

ACA looks forward to working closely with the Trade Commissioner Service (TCS) and the Regional Trade Network in a number of areas. Among the projects used to assist the TCS in promoting Canadian cultural industries, ACA is working with the Association for the Export of Canadian Books and the Canadian Independent Record Production Association to produce promotional CD-Roms that will contain company specific information. These marketing tools will be available in the coming months and we encourage your feedback.

Furthermore, ACA welcomes comments concerning the problems you face in dealing with companies in your efforts to assist Canadian cultural industries develop markets abroad.

Cathy Patton is the Deputy Director (Cultural Industries), Arts and Cultural Industries Promotion Division (ACA) and can be reached at (613) 944-0938.