

*Culture is In!*

## Canadian Books Bound for International Markets

The Association for the Export of Canadian Books (AECB) reports that, between 1988-89 and 1992-1993, every dollar invested in international marketing by the partnership between the Government of Canada and Canadian publishers has generated, on average each year, \$10.54 in export revenues, or more than ten times the partnership's original investment.

During this period, partnership investment of \$16.5 million has generated over \$171 million in export revenues for the industry.

Statistics Canada states that the Canadian-owned sector of the industry has doubled its export sales over the past five years, moving from \$21.9 million in 1988-89 to \$56.6 million in 1992-93.

The 120 publishers that applied to the Export Marketing Assistance Program in 1995-96 reported export sales of nearly \$100 million, based on results for the most recently completed financial year.

### Association Profile

AECB is a private-sector, non-profit organization comprised of the various professional publishers' associations in Canada. Governed by a board of 12 members, the AECB's mission is to promote the export of Canadian books by developing and sustaining Canadian publishers' export sales.

### Activities

The AECB's mission is achieved by:

- \* managing two funding programs in support of international marketing efforts by individual publishers and by the industry as a whole;
- \* coordinating and organizing the Canadian collective presence at major international book fairs;
- \* producing a series of publications, including an export newsletter and international marketing catalogues, pro-

moting Canadian books and the sale of foreign rights; and

- \* collecting and disseminating export-related information and organizing workshops on export and foreign markets.

For more information, contact the Association for the Export of Canadian Books, Ottawa, Tel.: (613) 562-2324; Fax: (613) 562-2329.

## Canada/U.S. Business Costs

An analysis of the relative costs of doing business in the United States and Canada in 1995 has been carried out for the Government of Canada by KPMG Management Consulting.

KPMG used a computer-based financial model to compare typical operating costs, from start-up to 10 years of operation, for facilities in 15 cities — seven in the U.S. and eight in Canada.

The study examined the impact of location on key location-sensitive capital and operating costs for seven industries: Autoparts, Environmental Waste Treatment Systems, Frozen Foods, Medical Devices, Pharmaceuticals, Software and Telecommunications.

A summary of the findings: 1) For every industry, overall costs are lower in Canada than the U.S.; 2) The Canadian advantage is consistent among cities and regions; and 3) Most individual cost components are favourable to Canada.

For assistance in addressing specific opportunities or information on this study and its results, contact KPMG Management Consulting, 777 Dunsmuir Street, Vancouver, British Columbia, V7Y 1K3, Tel.: (604) 691-3410/3086/3340; Fax: (604) 691-3031.

For information on Canada as a place to do business, contact Jean-Yves Dionne, Deputy Director, USA Trade and Investment Development Division, Tel.: (613) 944-7348; Fax: (613) 944-9119; or Greg Meredith, Deputy Director, Investment Promotion and Services Division, Tel.: (613) 995-9468; Fax: (613) 996-1370, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.