

**CONSUMER GOODS:
CULTURAL INDUSTRIES**

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Market Opportunity:

In the past years, Japan has been noted for its interest in Western art, especially the Old Masters market. With the downturn in the economy, purchasers have sought out original art at lower prices. A healthy print market exists, but most of the prints are sourced from Europe, primarily France. The Japanese view of Canada as a place of unspoiled nature and wildlife has opened an opportunity for visual artists (landscape and wildlife). In the film and broadcasting media, Canada and Japan are in the process of signing a co-production agreement which will increase cooperation and interest in Canadian production. Opportunities also exist for post-production work in Canada, especially in multimedia and animation.

Supplier Capability:

While cultural industries have traditionally been viewed as non-commercial, significant opportunities in these sectors exist. Canadians are increasingly looking for international markets to support financially the lively artistic sector as government funding sources are dwindling. Arts and cultural industries are important to the national economy, earning approximately \$6 billion in Canada in 1991-92, and these earnings are expected to grow at a rate of 10-15% annually. The revenues from the export of cultural products are also significant and were estimated at more than \$350 million in 1989. In video and film, Canadian firms are experiencing success in such global niche markets as docudramas, children's programming, literature, film, and dramatic series. The arts sector in Canada has undergone major operational restructuring and is presently looking at more effective marketing to ensure long term growth. The industry in Canada is vibrant, despite some financial difficulties, and offers high quality talent, expertise, and an extensive infrastructure of presenting facilities. To date, Canada has signed film and television joint production agreements with 23 countries. In visual arts, Canadian artists enjoy international success. Japan has traditionally been a good market for Inuit and native arts.

Current and Future Directions:

Alert Canadian companies to the opportunities presented by the imminent signing of a Film and Broadcasting Agreement on Co-production with Japan by Publishing industry's assessment of the expected results. This agreement will enable Canadian companies to ensure that co-productions meet CRTC regulations. In the past, it has been shown that there is a marked increase in the activities between countries when an agreement of this sort is in place.

Develop a market for landscape/wildlife art by assisting a private Japanese corporation to locate and purchase Canadian art, which will be shown and sold in Japan at a major exhibit. This will also assist Canadian industry to gain greater knowledge of what is appropriate to the market, and attractive to the Japanese.