

Japan where a single trip is extremely important due to the cost of going there, but such a trip could bear little fruit if matters of protocol were not understood prior to entering the market.

- Several representatives argued that the CBC is affecting them unfairly in foreign markets. Two particular claims were made. The first claim was that the CBC sells products at reduced prices which results in a devaluation of all Canadian productions in foreign markets. The second claim was that in co-productions, the CBC wishes to control international negotiations, limiting the contact which the Canadian independent has with foreign market representatives. These claims should be verified.

Foreign Marketing Requirements

- It is the individual product and not the company which must be promoted. This requires funds for travel and for repeat trips into the same territory.
- Travel to foreign markets and to the major film trade markets such as Cannes are critical to the achievement of non-domestic sales.
- Regular, face-to-face contacts with individual buyers are essential to striking deals with foreign buyers. Once-off trips to visit potential buyers were considered insufficient. Repeat trips were identified as being necessary to establish a market presence and to get to know the markets.