

## From the Government of Canada

External Affairs and International Trade Canada (EAITC) and Canadian Heritage\* are pleased to offer this study, one of many reports available through the Going global trade strategy. Studies have been conducted on key industries across Europe and on sub-sectors of the European market in individual countries. They include analyses of current market conditions, company profiles and valuable tips for doing business in the European community (EC).

The EC's ambitious single market program has already dramatically changed the way Europeans are doing business. The process is irreversible, the pace is rapid and accelerating. If Canadian businesses are to profit from opportunities in the EC, they must be well informed.

Canadian Heritage is the Government of Canada department responsible for the film and television industries. The European Community, with more than 340 million people, is a key market for these industries. It is also the main source of television and film coproduction partners for Canadian producers and a major export market for Canadian films and television programs. EAITC and Canadian Heritage have worked to ensure that Canadian interests are taken into account in the formulation of EC audio-visual policy and to provide Canadian producers and distributors with the assistance and information they need to take advantage of market opportunities in the region.

EAITC is your source of up-to-date information on specific markets overseas and on programs to assist companies enter or expand their activities in the European market. There are several ways to acquire additional information including our CanadExport publications, direct consultation with one of our trade officers in the European Community Division of EAITC or the International Trade Centres in each province. Take advantage of these programs. They have been established for you.

For further information and additional copies of this study, please contact the EAITC InfoExort hotline at 1-800-267-8736 or write:

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