

## The Collection Landry Window dressing New York

It is a rare occasion when an exporter has not only a unique and beautiful offering, but also an extraordinary and enticing marketing package. The Canadian Consulate General in New York was able to generate some outstanding promotional opportunities for Quebec artist and engineer André Landry, from the small town of l'Annonciation, who creates all-wood clocks that sell for thousands of dollars.

Every clock in the **Collection Landry** is made from the finest selections of mahogany, cherry, walnut, maple and oak. Ingeniously assembled and glued, every piece is a transformation of raw materials into both machine and art.

Beyond creating rare and compelling functional objects, Landry's team had gone to the trouble and expense of creating an outstanding marketing package that presents his Collection Landry as the luxury products they are. While it certainly helps that each model is named after a legendary writer—like Longfellow, Molière or Hemingway—the production values of Landry's presentation folder include studio-quality photographs and the folder is printed on coated stock. Topped off with an upbeat and thoughtful biography of the artist and a price sheet, the impact of the marketing package is both impressive and high-end.

In addition to the photos and dimensions of each clock, mention is made of special features offered for each model. One such feature is the inclusion of a humidifier, and so the Consulate General pitched the story to the features editor of Cigar Aficionado magazine, who

was so taken with the clocks that he featured one in the December 2002 "10th Anniversary Edition", incorporating one of the images directly from Landry's presentation folder.



André Landry's clocks showcased in the Barney's New York window.

The Consulate General's approach also resulted in Landry's works being showcased in the windows of the flagship Barney's New York store on Madison Avenue and East 61st Street in March 2003. The Collection Landry shared the spotlight with the latest fashions from Versace and up-and-

coming designers Zac Posen and Behnaz Sarafpour.

To capitalize on this extraordinary opportunity, the Consulate General approached the gift shop at the American Folk Art Museum, which agreed to offer Collection Landry pieces while they were on display at Barney's. This was noted by signage in the store window at Barney's, together with André Landry's name and Web site ([www.collectionlandry.com](http://www.collectionlandry.com)).

Helped by the publicity generated by his association with both the trend-setting Barney's New York and the blue-chip American Folk Art Museum, Landry is now looking to promote his collection in other major cities in the United States.

For more information, contact John McCabe, Business Development Officer, Canadian Consulate General in New York, tel.: (212) 596-1657, e-mail: [john.mccabe@dfait-maeci.gc.ca](mailto:john.mccabe@dfait-maeci.gc.ca).

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## California seafood show key to western U.S. market

**LONG BEACH, CALIFORNIA** — October 12-14, 2003 — Agriculture and Agri-Food Canada (AAFC) is now recruiting for the Canadian pavilion at the **International West Coast Seafood Show**. This event is the perfect venue for companies wishing to tap into the potential offered by the burgeoning western U.S. seafood market.

Opportunities abound for coldwater shrimp, blue mussels, fresh halibut, sablefish, lobster, salmon, and value-added products of all kinds.

For more information on exhibiting, contact AAFC's Lauren Lavigne, tel.: (604) 666-1067, e-mail: [lavignel@agr.gc.ca](mailto:lavignel@agr.gc.ca) or Jane Barnett, tel.: (905) 823-0122, e-mail: [barnettj@agr.gc.ca](mailto:barnettj@agr.gc.ca), Web site: [www.westcoastseafood.com](http://www.westcoastseafood.com).

# Canadian Trade Review

A Quarterly Review of Canada's Trade Performance  
First Quarter 2003

S U P P L E M E N T  
CanadExport

This quarterly review reports on Canada's economic growth in the first quarter of 2003, and highlights our trade and investment performance in key sectors and markets.

## Energy Fuels Export Expansion while Imports Decline

The Canadian economy continued to expand in the first quarter of 2003, with real gross domestic product (GDP) increasing by 2.4% on an annualized basis.<sup>1</sup> The economy thus showed more robust growth than the 1.6% expansion registered in the fourth quarter of 2002; the Canadian rate was also ahead of the preliminary 1.9% rate registered in the U.S. for the same period. Strong inventory build-up was the primary factor sustaining Canadian economic growth for the quarter, supported by sustained consumer spending. Expenditure on housing and related renovations continued to expand, while spending on durable goods—in particular motor vehicles—levelled off in comparison to the previous quarter. Nevertheless, with respect to production, performance in the manufacturing sector was mixed. Although manufacturers of motor vehicles and parts expanded their production in the quarter, weaknesses in other sectors were evident; slowing sales in the weaker sectors contributed to the inventory build-up.

In current dollar terms, exports of goods and services grew by 0.5% in the quarter, compared to a 0.4% decline in the previous quarter. A steep rise in energy exports was offset by declining exports in other goods sectors and in services exports. Imports declined by 5.4% in the quarter—the result of falling goods and services imports in most sectors.

Canada's current account improved in the first quarter. In addition to the improvement in the trade balance, reduced (net) interest payments to owners of inward Foreign Direct Investment (FDI) in Canada also contributed to the improvement.

Strong job creation continued in the first quarter of 2003, with a net quarterly increase of 67,300 jobs. Although full-time

Table 1: Canada's Economic and Trade Indicators

Percent Change at Annual Rates First Quarter 2003 over Fourth Quarter 2002	
Real GDP (annualized)	2.4
Employment (quarterly increase, level)	67,300
Rate of Unemployment (quarterly average)	7.4
Consumer Price Index (first quarter 2003 over first quarter 2002)	
All Items	4.5
Core (excludes food and energy)	3.1
Canadian \$ in U.S. funds (average for quarter, level)	0.6624
Exports of Goods and Services (annualized, current dollars)	0.5
Imports of Goods and Services (annualized, current dollars)	-5.4

Source: Statistics Canada

positions continued its strong expansion at 84,600 jobs, part-time positions declined. The average unemployment rate for the first quarter was 7.5%, comparable to the 7.6% rate recorded in the third quarter of 2002, but up somewhat from the 7.0% registered in the previous quarter.

The average twelve-month increase in the overall Consumer Price Index (CPI) was 4.5% during the first quarter of 2003, up from 3.8% in the last quarter of 2002. Similarly, the average core items CPI rate (excluding food and energy) reached 3.1% over the quarter, up from 2.8% recorded in the previous quarter.

The average U.S. dollar value of the Canadian dollar over the first quarter of 2003 was US\$ 0.6624—a 4.0% appreciation from the US\$ 0.6370 average for the fourth quarter of 2002.

<sup>1</sup> To make quarterly data comparable to annual data, the quarterly figures for trade in goods and services are adjusted for seasonality and are expressed at annual rates by raising them four times, i.e. seasonally adjusted annual rates - s.a.a.r. All figures, with the exception of investment figures, are expressed on an s.a.a.r. basis, unless otherwise noted.

Prepared by the Trade and Economic Analysis Division (EET)



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and International Trade

Ministère des Affaires étrangères  
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