



Because Canada is a huge country, distance education allows people in remote areas to pursue their studies by correspondence with institutions throughout Canada. Many Canadian educational institutions are actively involved in the emerging field of distance education. Several schools are examining the possibility of offering such studies overseas. In some cases, Canadian telecommunications suppliers and educational institutions are working with foreign ministries of education to make distance learning possible from cities around the world.

Canadian educational institutions offer an unbeatable combination, including:

- EDUCATION THAT MEETS THE HIGHEST INTERNATIONAL STANDARDS;
- PRESTIGIOUS, INTERNATIONALLY RECOGNIZED DEGREES;
- TRAINING IN NEW TECHNOLOGIES, THEORIES AND PRACTICES FOR MID-CAREER UPGRADING;
- REASONABLE FEES;
- A SAFE, CLEAN, FRIENDLY ENVIRONMENT; AND
- THE COMPANY OF MANY OTHER INTERNATIONAL SCHOLARS.

ARTS AND CULTURE

Canada has successfully entered the international stage as it shares its rich cultural heritage through film, music, art and literature. Canadian authors, film producers and artists have won international acclaim, receiving some of the world's most prestigious prizes. Canadian cultural industries are producing high-quality products that are distinctively Canadian and have universal appeal. Growth in all cultural industries has been outstanding over the past five years.

Rapid growth in exports has taken place in virtually all sectors of Canadian cultural industries, as a result of increased industry productivity and global awareness of Canada's cultural heritage. The recording industry has witnessed a growth in exports by 324 percent between 1990 and 1995. Export sales of books, in both English and French, tripled between 1991 and 1995. Exports of Canadian films also tripled over the same period. Supported by first-rate technology in areas such as telecommunications, broadcasting and multimedia, the industry is well poised to continue this growth.

**CANADIAN
AUTHORS, FILM
PRODUCERS AND
ARTISTS HAVE WON
INTERNATIONAL
ACCLAIM,
RECEIVING SOME
OF THE WORLD'S
MOST PRESTIGIOUS
PRIZES.**

PUBLISHING

The high quality of Canadian books is recognized internationally and compares favourably with books produced by Canada's main competitors. Canada's 350 publishers and exclusive agents sold over \$1.8 billion worth of product in 1994-95, ranging from books by Margaret Atwood, winner of France's Order of Arts and Letters, and Michael Ondaatje, winner of the Booker Prize, to Harlequin Romances. Canada has an excellent repertoire of children's books and an illustrious body of literature from English and French Canada. Canadian publishing also encompasses periodicals and trade/text books.

Between 1991 and 1995, export of Canadian books has tripled, increasing from \$40.5 million to \$124 million. To enhance publishers' success around the world, the Association for the Export of Canadian Books co-ordinates the publishing industry's presence at major international book fairs such as Guadalajara, Frankfurt, Bologna and BookExpo America (Chicago), and produces a series of publications aimed at promoting Canadian publishers works worldwide. In partnership with the Department of Canadian Heritage, the Association administers programs of assistance intended to develop and sustain Canadian publishers activities abroad. The Association also organizes workshops on foreign book markets to better acquaint publishers with opportunities available internationally.

The production of many Canadian publications in both English and French enhances the export capability of this industry. As an officially bilingual nation, Canada has special expertise in developing didactic materials for teaching English and French as second languages.

MUSIC

Canada is the seventh-largest market for recorded music in the world with sales of over \$900 million in 1996. Six major multinational firms, as well as 200 independent recording companies, operate in Canada. The Canadian music industry also benefits from producing for both English- and French-speaking markets. Canada is the world's second-largest producer of French-language recordings after France and the third-largest producer of English recordings after the United States and the United Kingdom. In addition, more than 200 titles of Canadian Aboriginal music are available. While home to many recording artists of international acclaim, Canada is also known in the international recording industry for its expertise in recording studio technology.