

It is difficult to adequately describe all of the cultural industries in terms of "markets." Only a few of Canada's cultural products are freely traded on open markets. Opportunities for cultural exchanges through publicly-sponsored programs are considerable. But these are generally arranged through contacts within the cultural communities rather than through conventional marketing. For this reason, this profile concentrates on those cultural products that do involve commercial markets.

With a few exceptions, the export markets in the cultural sector are concentrated in music and in film and television production. There are opportunities in these fields for artists, performers and technical personnel, as well as promoters and agents.

Many Canadian musicians have performed in Mexico. This includes individual classical artists who have been hired through their commercial agents to perform with Mexican orchestras. Popular music groups also perform regularly in Mexico in concerts and in nightclubs. There has been increased interest in the work of Canadian composers and songwriters. Recorded music by Canadian artists is also distributed in Mexico, mainly through multinational record companies.

Film, television and video production is another area of opportunity. Most of the cases identified for this profile involve Canadian television and video productions done in Mexico for Canadian consumption, or co-productions of English-language films for world consumption. No cases of production in Canada for the Mexican market were identified.