



Ballet legend Karen Kain teaches a master class in Toronto, January 2002.

Further, the Department's trade specialists assist cultural industries to compete globally. To help export-ready Canadian companies develop a presence in foreign markets, they offer a range of export development services; these include information and the tools needed to obtain a clear view of the international or local scene.

Culture is very important to the Canadian economy, with exports worth \$5 billion in 2000. Cultural products and services contribute over \$20 billion to our gross domestic product. Cultural industries are said to be the country's fifth-largest employer, accounting for over 600,000 jobs. The United States is by far Canada's biggest market but others are important as well, including Europe and Asia.

DFAIT also plays a part on the policy level, actively supporting the efforts of partners such as Canadian Heritage to achieve a New International Instrument on Cultural Diversity. This would enable Canada and other countries to maintain domestic policies on cultural diversity, while respecting international trade rules and allowing scope for cultural exports (see box, p. 26).

Getting the message across

Karen Kain, a former prima ballerina and now artistic associate with the National Ballet of Canada, is enthusiastic about taking Canadian culture on the road. Doing so, she says, projects the image of Canada and gives Canadian artists international exposure.

"The National Ballet has always been proud to bear Canada's name, and transmitting something of the values and spirit of the country to our audiences has always been part of who we are and what we do," Kain told the Canadian Club of Toronto in May 2002.

She recalled the critical impact that travelling and performing abroad had had on her professional development and on the growth of the National Ballet as a company. At the same time, she stressed, "Wherever the National Ballet of Canada has performed, we have acted as ambassadors not just for our art but for our country."

Her words apply to all Canadian artists. At home, they inspire and challenge us. Abroad, they are messengers who say to the world, in a way that may not be typical of Canadians' famous modesty, "Look at us: we are a young nation, vibrant and creative, with much for you to explore and learn from."

It is an exciting and compelling message. And DFAIT is proud that its officers help it to reach far and wide around the world. 🍁

Through the Arts and Cultural Industries Promotion Division, DFAIT supports Canadian culture and artists abroad.
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