



The U.S. Connection

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Canadian artists get a better picture of the U.S. market

With two new market reports in the works and several major U.S. giftware events on the horizon, Canadians in the arts and crafts sector can look forward to some good advice and plenty of exposure in the U.S. market for fine arts and giftware.

New market studies

The Department of Foreign Affairs and International Trade (DFAIT) is producing a market study for the United States, focusing on the needs and opportunities that are unique to the makers of one-of-a-kind fine crafts. The study, due this coming fall, will list key American galleries, including overviews and contact information for each, as well as information on other marketing channels such as interior designers, art consultants and media-specific publications and events. It will also offer tips to help artists brush-up on the best ways to penetrate the U.S. market. Look for an announcement in an upcoming issue of *CanadExport*.

Artists, craftspeople and wholesalers of authentic Aboriginal arts and crafts will soon be able to read all about the market opportunities that exist along the Pacific Northwest coast — from Alaska to Seattle. *The Alaska/Pacific Northwest Coast Market Study for Aboriginal Arts and Crafts*, a joint project between Aboriginal Business Canada, the Canadian Consulate

General in Seattle, and a number of other divisions within DFAIT, will serve as a supplement to the *U.S. Market Report — A Guide for Canadian Exporters of Aboriginal Arts and Crafts* this coming summer.

Bearing gifts to Atlanta

Canadian giftware manufacturers and production craftspeople looking for sales agents and representation in the southeastern United States

For these articles and more, see the Spring 2001 edition of NEW DIRECTIONS, a complimentary quarterly newsletter published by DFAIT (copies available from the Enquiries Service — see p. 16) on behalf of the Canadian Giftware and Craft Industry. Its Editor-in-Chief is Dana Boyle, Business Development Officer, Canadian Consulate General in Minneapolis.

should plan to spend September 14 to 16, 2001 in Atlanta. The Canadian Consulate General in Atlanta will be hosting its second annual Giftware Rep Locator program, to be held during the *Atlanta Fall Gift & Accessories Market and Atlanta Gourmet Show*.

Breaking into this market, which includes North Carolina, South Carolina, Georgia, Alabama, Mississippi, Tennessee, Florida, the U.S. Virgin Islands and Puerto Rico, can be overwhelming but this event can help

companies line up key contacts that might otherwise have been inaccessible and lay the groundwork for a successful rep-finding trip. Last fall's mission, organized by the Consulate, was so successful that ten out of eleven participating companies found reps on the spot. Most of those relationships are still working well, and to prove it six of the Canadian companies were back in Atlanta to exhibit with their new reps in the huge January show.

For those not familiar with this major national show, the Atlanta Gift Mart name was replaced two years ago by AmericasMart (www.americasmart.com), which encompasses the Gift Mart, Merchandise Mart and Apparel Mart buildings and is operated by AMC Inc. It is the world's largest gift and home furnishings wholesale marketplace, covering 4.2 million square feet. The shows are held each January, March, July and September, with the major shows taking place in January and July. Buyers here have quick and easy access to more products, from more suppliers, than anywhere else in the world.

For further information, contact Sylvie Racine, Canadian Consulate General, Atlanta, tel.: (404) 532-2015, e-mail: sylvie.racine@dfait-maeci.gc.ca before July 14, 2001.

EXTUS mission

This is an educational mission geared to Canadian giftware manufacturers and production craftspeople interested in exporting to the U.S. Companies will have a chance to visit the *Western New York Gift Show* in Rochester

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