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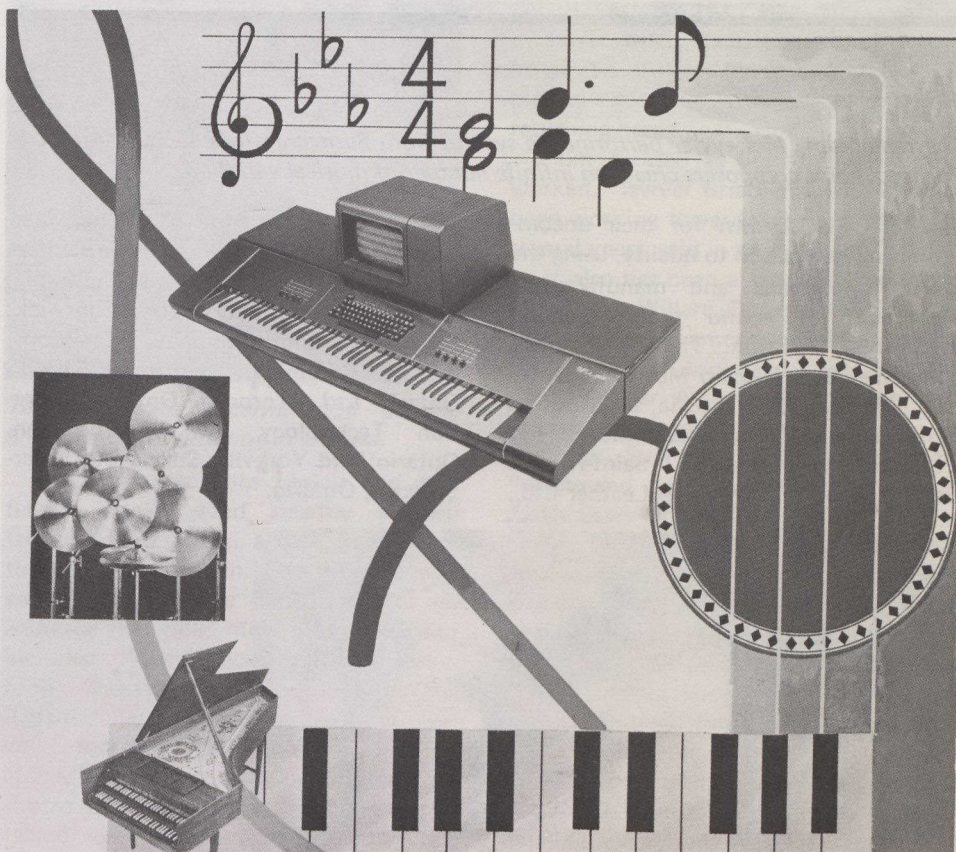
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Canada makes music at Musikmesse '84 in Frankfurt



For the fourth consecutive year, Canada will participate in Musikmesse '84, a show devoted to the display of musical instruments and their related products in Frankfurt, Western Germany from February 4-8, 1984. The repeat performances at this important international event reflect the successful acceptance of Canadian products in the music markets of the world.

Twelve leading Canadian companies are participating in Musikmesse '84 under the sponsorship of the Department of External Affairs. They will be exhibiting a wide range of musical instruments and allied products including percussion instruments, guitars, audio equipment, electronic systems, harpsichords, publications, teaching aids — and other music supplies and instruments.

Canada's musical tradition spans more than three centuries. As early as 1607,

the leading officials of Acadia, Marc Les-carbot and Samuel de Champlain, founded L'Ordre du Bon Temps in Port-Royal to encourage French settlers to enjoy music, often to the sound of their own home-made instruments. Since that historical beginning, the industry has achieved an enviable record of both domestic growth and increased acceptance in the international musical market.

Total production last year, by almost 70 manufacturers, was estimated at about \$50 million (Cdn.) of which \$20-million worth was shipped abroad. The industry is growing at an average rate of 10 per cent annually.

About 90 per cent of the industry is Canadian-owned, providing greater freedom in policy decisions and more flexibility in serving the needs of the export markets.

The Canadian firms attending this



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