

- France and the Benelux countries were identified as important markets for French language productions.
- Other major markets identified for English language productions were the United Kingdom, Germany, France and, in the longer term, Japan. Australia was also identified.
- Sales have been made to many countries all over the world such as India, the Philippines, Malaysia, Brazil, the Middle East, Spain, Sweden, Mexico, Taiwan, Belgium, Italy, U.K., U.S., Germany, South Africa.

4.2.3 Problems, Barriers and Needs Regarding Foreign Marketing

The following factors were identified as the major ones affecting the extent of foreign market penetration by Canadian film companies. There were no major cleavages in the issues identified along size, sector or language lines.

Problems and Other Factors Influencing Foreign Market Achievements

- Many of the factors affecting the ability to market outside of Canada and North America are related to the domestic situation. In particular, the following two characteristics of the Canadian environment were raised:
 - the under-capitalization of companies and the difficulties they experience in acquiring financial support from lending institutions which results in an inability to spend adequate time in foreign markets; and,
 - the domination of the market by high-