



German retailer features Canadian Aboriginal art

From November 25 to December 22, Canadian Aboriginal artists were featured at Ludwig Beck, one of Munich's most exclusive department stores for giftware, fashion and music. This year, Canada was Ludwig Beck's guest country for its annual four-week promotion.

The event featured seven Native Canadian artists (see box on page 6) working and selling their products on the store's main floor. "It was an excellent opportunity for the artists to sell directly to the public, but to also attract German importers, distributors, retail buyers and gallery owners," says Frieda Saleh, Commercial Officer at the Canadian Consulate in Munich. "This event also provided a unique opportunity for Aboriginal artists to present their history and culture to an interested and responsive audience."

Paul Dubois, Canadian Ambassador to Germany, launched the Canada Promotion, which was
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British Columbia Aboriginal artist Calvin Hunt (seated) is at work during the Ludwig Beck department store's Canada Promotion. Standing from left is Paul Dubois, Canadian Ambassador to Germany, Reiner Unkel, Ludwig Beck's Chairman, and Alberta RCMP Constable Darrel Bruno.

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Choosing an international trade show

Attending trade fairs has become an important marketing strategy for exporters both new and experienced. Here are some tips to guide exporters:

Show selection is critical. An annual or bi-annual event, an industry-only show or a publicly attended event will make a difference to the export strategy. It is important to establish in advance who you wish to reach and whether they will be at the show.

Determine the right location with suitable facilities. Do you need to attend a fair in the target market? Or does it make more sense to attend a distant fair that attracts a more favourable audience? Travel, accommodation and participation costs (i.e. exhibiting fees and the cost of clearing materials through customs) must also be considered. The fair should also be held at an accessible and well-equipped facility.

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