

mail-shots are also much less likely to succeed than in Canada and the U.S.

As well, distribution channels are often more complicated than they are in equivalent sectors in Canada.

There are also significant differences between U.K. retailing and Canadian retailing. In the U.K., traditional town-centre retailers have now been supplemented by out-of-town shopping, and to some extent by discounters and mail-order and catalogue sales. However, "big-box" retailing, certainly on the scale that it exists in North America, has yet to develop in Britain.

Successful exporters to Britain must be prepared to place a significant investment of time and money into their export initiatives. Canadian companies that have developed successful business in the U.K. have without exception committed the necessary time and effort needed to actually visit the country, to convince themselves that there really is an opportunity for their products, and to go about identifying their target customers in a methodical, focused, and well-funded way.

The Action Plan

At the present time, there are far too many Canadian manufacturers of consumer products who try but fail to establish business in the U.K. The action plan to address this is to:

- work with demonstrably able and focused Canadian exporters of quality consumer products to find distribution and to launch products onto the British market;
- assist U.K. commercial enquirers to source products from Canada;
- undertake one promotional event in the sector, likely in either the sporting goods or apparel sectors.

A highly recommended publication to assist in developing export plans is *Exporting for Competitiveness: Ten Steps for Small Business*, produced by Industry Canada. It can be located on the Internet at URL:

http://strategis.ic.gc.ca/sc_indps/common/engdoc/exportin.html

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CULTURAL PRODUCTS

The U.K. has one of the largest markets for cultural products in the English-speaking world. The audience is sophisticated and has a keen interest in innovative work. The Canadian government seeks to increase sales and promotion of Canadian goods through the building of networks in the U.K. sound recording, publishing, film, video, television, and visual arts communities.

Music

The United Kingdom represents the fourth-largest market for recorded music in the world after the United States, Japan, and Germany. It is the second-largest market for recordings in the English-speaking world. U.K. trade deliveries in 1994, in all formats, were almost \$2 billion.

Although the U.K. record market is dominated by the major labels, with their built-in distribution systems, there is a thriving independent sector. In the field of classical music, there are many small companies specializing in sub-genres, which gives the consumer in the U.K. a wide choice of material and provides a niche market than Canadian labels can exploit.

Sales of albums by Canadian artists in the United Kingdom ranked fourth in 1994, after those of Britain, the United States, and Ireland, and represented 1.1 percent of the total U.K. market, worth \$1.7 billion. The Canadian share for 1995

