

The Program budget for 1984 - 85 is approximately \$400,000.

ALBERTA

• Alberta Culture

Alberta Culture has no actual programs for the support of international marketing of the cultural sectors. However, there may be a program developed for the provinces' industries overall. Some individual activities are used to assist the cultural industries abroad. Examples are:

- support to individual film makers to attend conferences to conduct direct marketing or to establish contacts;
- financing of author tours;
- participation in the London Book Fair (although it was organized by the writers and publishers association and the Department of Economic Development); and,
- travel assistance to artists to participate in exhibitions.

Sound recording companies have not received assistance to-date but travel funds might be available to individual recording artists. As well, the Alberta Fund for the Performing Arts distributes lottery funds for the marketing of products, getting them abroad and record production.

• Department of Economic Development

- Market Development Assistance Program (MDAP)

The Department uses this program when PEMD has turned down the proposal for export activities. MDAP also covers domestic marketing. The per diem while in travel status is \$125, in Canada it is \$100. Each company is allowed a maximum of \$5,000 per fiscal year.

Total Program budget is \$300,000.