

The Junos rock Los Angeles and Sydney

Two Juno networking events were held in Los Angeles and Sydney in April 2004 to promote Canadian music artists and the Junos to an influential international audience.

Los Angeles

Over 100 industry representatives and musicians gathered in Los Angeles to watch the Juno Awards live from Edmonton. Organized by the Canadian Consulate General in Los Angeles, the event enabled music executives from the major studios and independents based in L.A. to focus their attention on Canadian talent, not to mention enjoy a great Canadian beef dinner.

Organized in collaboration with the Canadian Academy of Recording Arts and Sciences, the Juno networking event capped an ongoing business development campaign that was designed together with provincial partners including the Society of Composers, Authors and Music Publishers of Canada, the Canadian Independent Record Production Association, Telefilm Canada, FACTOR and others.



One of the plasma screens on which the Junos were viewed with the Sydney Opera House in the background.

The event attracted guests from all quarters of the L.A.-based industry including labels, publishers, music licensing executives from film and television, performing rights associations and talent bookers such as Clear Channel, Fox Studios, ASCAP, Dreamworks, PeerMusic Publishing, Electronic Arts, Warner Music and Hollywood Records.

Sydney

On the other side of the Pacific, 70 guests also gathered to watch the

Junos. With the support of the Arts and Cultural Industries Promotion Division at Foreign Affairs Canada and International Trade Canada, the Canadian Consulate in Sydney was able to replicate the L.A. model. Key guests included the Managing Director of Warner Music Australia, the Producer of Network Ten's Video Hits, a senior booking agent for the Frontier Touring Company, and a representative from Sound Gallery Management.

The Sydney Juno networking event came at a good time. Many of the artists featured at the Awards, including **Nickelback**, **Sarah McLachlan** and **Michael Bubl **, are about to tour Australia. **Kathleen Edwards** and **Sam Roberts** have also been busy capturing the attention of Australian distributors and tour agents. In 2003, the Australian recorded music market was valued at \$646 million.

For more information, contact Sharon Pinney, Canadian Consulate General in Australia, e-mail: sharon.pinney@dfait-maeci.gc.ca or Jennifer Price, Canadian Consulate General in Los Angeles, e-mail: jennifer.price@dfait-maeci.gc.ca. *

focus on ICT, the environment (waste and water management), agri-food, transportation (automotive parts, rail, Intelligent Transportation Systems), education, as well as building, construction and materials (specifically architectural services, housing and infrastructure), machinery and plastics.

For more information on opportunities in South China, contact the Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: ganzu@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca. *

South China — continued from page 5

Huizhou and Zhaoqing. The region is approximately the size of Nova Scotia and is home to 40 million people.

Since the start of China's market reforms in 1980, the PRD economic zone has been at the centre of China's economic transformation. From 1980 to 2000, the PRD was the fastest growing region in China, growing at a rate of 16.9% compared with 9.6% for the mainland. The PRD accounts for just 3.3% of the population of China, but 9% of GDP, 25% of FDI and 33% of exports.

Trade opportunities exist in several sectors, but Canadian firms should

Product packaging checklist for exporters

Before you send the goods off to your foreign customer, you may want to consider the following:

Determine the mode of shipping. Does it make sense to use air or marine? Will you have to use road or rail for part of the journey? Look into the options and conduct a cost/benefit analysis.

Determine whether to ship directly or indirectly. Will your goods be sent to the buyer directly? Is there a distributor or warehousing facility involved in the process? How will this affect your costs and ability to fill the order?

Determine suitable packaging for the shipment. This will depend on the mode of shipping, the destination, the number of stops (and storage), the fragility of the goods and their sensitivity to environmental changes. It is critical to use suitable internal protection, as well as a durable container. You may also want to consider shock and tilt indicators for packages that may be susceptible to overzealous handling.

Apply appropriate markings to the package. While they do not guarantee damage-proof shipping, handling labels may potentially minimize the abuse your shipment experiences. Of course, handling labels are most effective when the people handling the packages can understand the language or symbols used.

Mark all relevant information on packages. This information includes port of destination, transit instructions, contact information of the consignee, package dimensions and weight, package number and invoice/order number.

This information is drawn from the Canadian Trade Commissioner Service guide *Export Packaging: A Guide for Exporters*, available at <http://www.infoexport.gc.ca/shipping/menu-e.htm>. For more information on exporting, go to exportsource.ca or call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119. *

Exporting renewable energy products and services

Alternative and renewable energies are considered technologies of the future. But the future is here and Canada is on the leading edge of this rapidly growing industry. Governments and citizens around the world are recognizing that we must change the way we produce and consume energy. Canadian firms can capitalize on this opportunity by preparing their renewable energy products and services for export markets.

Natural Resources Canada is committed to increasing access to international markets for Canadian firms working in the area of renewable and alternative energies. It also provides market intelligence, export marketing assistance, trade promotion and other services to help exporters successfully enter new markets abroad.

Whether you manufacture photovoltaic cells or harness the wind, foreign market demand for renewable energy products and services continues to grow.

To find out more about renewable energy, go to www.nrcan.gc.ca/es/renewable_e.htm. To learn more about exporting, call the Team Canada Export Information Service at 1 888 811-1119 or go to <http://exportsource.ca>. *

Exporting environmental products and services

As blessed as we are in Canada with fresh air, clean water and effective waste-management systems, we are still susceptible to environmental degradation. Consequently, Canada has developed specialized capabilities in the areas of environmental management, products and services.

Many countries across the globe are confronting severe environmental challenges with the help of Canadian firms. Large populations, industry pollution, poor sanitation services, unsustainable agricultural and fishing practices and a host of other concerns have been ignored and are reaching a critical condition in some of these nations. Canadian businesses have the knowledge, experience and capabilities to reverse this environmental degradation. Many of these businesses have discovered that exporting environmental products and services is a rewarding and profitable experience on many levels.

Many governments are looking to develop or upgrade their environmental infrastructure to address years of neglect, rapid population increases or industry growth. In many nations, the public is becoming increasingly aware of environmental issues and, as a result, is becoming a serious consumer of diverse products such as air filtration systems, water distillation units, eco-friendly cleaning products and recycled paper products.

Take your first step on the world stage by calling Team Canada Inc's Export Information Service at 1 888 811-1119 to find out more about exporting, or go to <http://exportsource.ca>, Canada's most comprehensive on-line source of export information. *