

To promote Canadian cultural exports, the Department's Trade and Investment objective is to identify cultural services/products that have the potential to perform on the export market. This objective will be achieved through:

- improving access to the government's international business development programs and services to potential and new-to-market exporters;
- enhancing the export capability of cultural goods and services, and Canadian business preparedness for cultural trade initiatives;
- partnering with TCI members, the provinces and Regional Trade Networks for better service delivery;
- providing seamless trade information and services for the business community through TCI tools/services;
- enhancing the cultural trade component in future Team Canada missions;
- increasing access for government resources for priority sectors trade development, as a result of elevating the cultural sector to the rank of Trade Team Canada Sector (TTCS);
- enhancing market intelligence to improve the cultural share of Canada's overall trade balance;
- increasing advisory role for international trade and investment negotiations/disputes;
- increasing the representation of Canadian cultural industries at international trade/investment forums;
- preparing cultural exporters through information and training sessions.

Canadian International Development Agency (CIDA)

CIDA recognizes that the private sector makes a significant contribution to sustainable development, and has made private sector development a priority. One means of action is the Industrial Cooperation Program, CIDA-INC, which supports business partnerships in developing countries. The program supports projects that involve the transfer of Canadian know-how and technology, and constitute profitable and sustainable partnerships.

CIDA- INC has three objectives for Canadian firms:

- to promote Canadian investment in developing countries;
- to help Canadian firms to transfer their expertise to developing countries;
- to help Canadian firms to increase the infrastructure base in developing countries.

To this end, CIDA-INC financially supports Canadian firms interested in working in developing countries, to enable them:

- to invest in a joint venture, licence agreement or other long-term partnership;
- to secure major service contracts;
- to participate in Private Participation in Infrastructure (PPI) projects.

CIDA-INC recognizes the high costs and risks of working in developing countries. To encourage Canadian firms to venture into these markets, CIDA-INC can reduce their initial expenses by sharing the costs of feasibility studies of planned projects.

Firms must then find project funding or ensure that they secure a service contract from the local government.

To ensure that projects are successful and well-integrated into their environments, CIDA-INC can also contribute to training, social and environmental activity, and WID (integration of women) components.

Export Development Corporation (EDC)

EDC is the recognized leader in providing groundbreaking commercial financial solutions to companies of all sizes, helping them to succeed in the global marketplace and create prosperity for Canada.

EDC's mandate is to support and develop, directly or indirectly, Canada's export trade, and Canadian capacity to engage in that trade as well as to respond to international business opportunities. Its aim is to provide the highest-quality service to Canada's export community. Three EDC priorities aimed at increasing Canadian capacity to engage in trade are:

- increasing the number of export-ready small- and medium-sized enterprises (SMEs) and improving their access to financing. EDC has, and continues to develop, effective delivery mechanisms to reach and support an expanding number of SMEs with a range of innovative products and services tailored to their needs;
- diversifying into international business markets and, in particular, supporting exporters in developing markets. EDC helps absorb risk on behalf of exporters, beyond what is possible by other financial intermediaries. It aims to diversify its business both on a country and sector basis, and to support exports in markets that may be considered too risky for commercial lenders;