

Strategy: **A:** - To strengthen Canadian **book publishers'** marketing presence and potential by reinforcing efforts in national and regional trade development programs with particular emphasis on the juvenile and trade book markets.

B: - To respond to **Film & Video** proposals by posts or Ottawa stakeholders for initiatives such as incoming missions from Station KERA, Dallas, and collaborating with Telefilm Cda. by participating in selected promotional events.

- To promote Canadian locations for U.S. **film production** by supporting Canadian film commissioners participation in a film location trade fair in Los Angeles.

C: - To continue incoming **Performing Arts** buyers missions from Dallas on a selective basis to maintain market presence and reinforce gains already made.

- To cultivate new markets by commencing a limited program of incoming performing arts buyers missions to Canadian showcases from a post in the Northeastern or Western U.S.

D: - Subject to the availability of funds, to promote Canadian **Sound Recording** artists and facilities through selected promotional activities at the New York New Music Festival in conjunction with DOC, and other divisions of the Department.