

"Trade Routes": Cultural trade officers behind the scenes Spotlight on Canadian arts exports

Last November, International Trade Minister Pierre Pettigrew and Canadian Heritage Minister Sheila Copps announced the launch of Trade Routes, the newest addition to the "supporting cast" of export initiatives for Canada's arts and cultural sector. The Trade Routes program, a Canadian Heritage initiative, complements the multi-sectoral toolkit of export support programs managed by Team Canada Inc partners, including DFAIT and Industry Canada.

With a dazzling \$5 billion in goods and services exports in 2000 alone, Canada's arts and cultural sector is unquestionably a star performer on the international trade scene. Between 1996 and 2000, goods exports in the sector jumped 50%, and exports of services rose 30% — making arts and culture one of the fastest growing sectors in the Canadian economy.

Under the Trade Routes program, arts and culture specialists have joined the regular trade commissioner teams at DFAIT's missions in New York, Los Angeles, Singapore, Paris, and London, and are also working in International Trade Centres in Vancouver, Winnipeg, Toronto, Montreal, Halifax, and St. John's. Their role? To increase the visibility of Canadian arts and culture around the world, and to help Canada's arts community take full advantage of rapidly expanding international business opportunities.

Supporting cast

DFAIT and its Team Canada Inc partners, in particular Canadian Heritage and Industry Canada, are already engaged in export promotion for Canada's arts and culture industry. The team is involved in activities in Aboriginal cultural industries; book

publishing and literature; contemporary crafts; media arts; film and television; multimedia; performing arts; sound recording and visual arts. As well, DFAIT's Arts and Cultural Industries Promotion Division offers financial assistance to professional Canadian artists and cultural organizations to help them showcase their work abroad. The Division also provides policy guidance to DFAIT, recommending ways to increase the impact of Canadian cultural events abroad and to get more international exposure for Canadian artists.

Tools of the trade

As part of an international network that includes embassies, high commissions, consulates, and the Arts and Cultural Industries Promotion Division, DFAIT's cultural sector specialists can provide a wide range of programs and services. These officers are trained to provide foreign market information, market intelligence, and trade-development tools, and will organize trade missions and develop export strategies to help the Canadian arts and cultural community become part of international networks.

DFAIT also manages the Program for Export Market Development (PEMD)

for trade associations, which aims to increase export sales of Canadian goods and services — including arts and culture — by sharing the costs of international marketing activities with industry associations. Examples of cost-shared initiatives include the development of promotional material, the provision of market intelligence, industry representation at international trade events, organization of incoming foreign buyers' missions and mentoring programs.

And now, with the addition of Trade Routes to Team Canada Inc's export toolkit, Canada's arts and culture sector can expect even better reviews from the international business community.

For more information about Trade Commissioner Services for cultural exporters, contact Albert Galpin, Deputy Director, Business Development, Arts and Cultural Industries Promotion Division, DFAIT, tel.: (613) 944-7009, fax: (613) 992-5965, e-mail: albert.galpin@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/arts/

For more information about Trade Routes, visit: www.pch.gc.ca/culture/routes/routes_e.htm *

Seeking views on WTO market access

The Government of Canada is seeking the views of Canadians on market access for non-agricultural products in the current "Doha Round" of World Trade Organization (WTO) negotiations. "Non-agricultural products" refers to the full range of industrial goods, including forest and fisheries products. At the November 2001 Ministerial Meeting that launched the Doha Round, Canada's position was based on consultations which had been taking place since the lead-up to the Seattle Ministerial in 1999. Comments received in this current consultation will be used to further refine Canada's position. For background information on this aspect of the Doha Round and details for making submissions, refer to the Department of Foreign Affairs and International Trade Web site consultations page www.dfait-maeci.gc.ca/tna-nac/consult-e.asp

For more information, visit the July 13, 2002 *Canada Gazette*, at <http://canada.gc.ca/gazette> *

Cultural events calendar

ABORIGINAL CULTURAL INDUSTRIES

PHOENIX, ARIZONA — October 20-21, 2002 — **Fall Wholesale Indian Arts and Crafts Market** (www.iaca.com/update/markets.htm)

TORONTO, ONTARIO — October 24-27, 2002 — **ImagineNATIVE Media Arts Festival** (www.imagenative.org)

BOOK PUBLISHING

GUADALAJARA, MEXICO — November 30-December 8, 2002 — **Guadalajara International Book Fair** (www.fil.com.mx)

CONTEMPORARY CRAFTS

CHICAGO, ILLINOIS — October 25-27, 2002 — **SOFA Chicago** (International Exposition of Sculpture Objects and Functional Art) (www.sofaexpo.com)

FILM, VIDEO, TELEVISION AND BROADCASTING

MONTRÉAL, QUEBEC — August-September 2002 — **World Film Festival** (www.ffmpegontreal.org)

TORONTO, ONTARIO — September 5-14, 2002 — **Toronto International Film Festival** (www.e.bell.ca/filmfest)

HALIFAX, NOVA SCOTIA — September 13-21, 2002 — **Atlantic Film Festival** (www.atlanticfilm.com/index2002.html)

VANCOUVER, B.C. — September 26-October 11, 2002 — **Vancouver International Film Festival** (www.viff.org)

CANNES, FRANCE — October 7-11, 2002 — **MIPCOM** (International Film and Program Market for TV, Video, Cable and Satellite) (www.mipcom.com)

MONTRÉAL, QUEBEC — October 10-20, 2002 — **Montréal International Festival of New Cinema and New Media** (www.fcmm.com)

MULTIMEDIA

LONDON, U.K. — August 27-29, 2002 — **ECTS Games Exhibition** (www.ects.com)

BADDECK, N.S. — October 10-13, 2002 — **Baddeck International New Media Festival** (www.baddeckfest.com)

MILAN, ITALY — October 24-28, 2002 — **SMAU Information and Communications Technology Exhibition** (www.smau.it)

PERFORMING ARTS

EDINBURGH, U.K. — August 11-31, 2002 — **Edinburgh International Festival** (www.eif.co.uk)

CAPE BRETON, N.S. — October 1-19, 2002 — **Celtic Colours International Festival** (www.celtic-colours.com)

MONTRÉAL, QUEBEC — November 7-17, 2002 — **Coup de coeur francophone** (www.coupdecoeur.qc.ca)

MONTRÉAL, QUEBEC — November 19-23, 2002 — **CINARS** (International Exchange for the Performing Arts) (www.cinars.org)

SOUND RECORDING

WINNIPEG, MANITOBA — September 26-29, 2002 — **Prairie Music Week** (www.prairiemusicweek.com)

VISUAL ARTS

KASSEL, GERMANY — June 8-September 15, 2002 — **Documenta** (www.documenta.de)

MONTRÉAL, QUEBEC — September 26-November 3, 2002 — **Biennale de Montréal** (www.ciac.ca/biennale2002/)

BERLIN, GERMANY — September 26-30, 2002 — **Art Forum Berlin** (www.art-forum-berlin.de)

TORONTO, ONTARIO — October 17-21, 2002 — **Art Toronto** (www.tiafair.com)

PARIS, FRANCE — October 24-28, 2002 — **FIAC** (Art moderne et art contemporain) (<http://fiac.reed-oip.fr>)

COLOGNE, GERMANY — October 30-November 3, 2002 — **Art Cologne** (www.artcologne.de) *

Back-to-back opportunities

COMDEX 2002

SÃO PAULO, BRAZIL — August 20-23, 2002 — **COMDEX/Sucesu-SP 2002** is one of Latin America's largest information technology (IT) marketplaces. The event attracts more than 400 exhibitors and over 130,000 visitors from all over Latin America. Buyers at **COMDEX/Sucesu-SP 2002** will be searching for:

- Software platforms and solutions;
- Networking and wireless technologies;
- eSolutions applications;
- Web tools and technologies;
- Digital imaging solutions;
- Telecommunications;
- Data security and storage; and,
- IT services.

Canada Pavilion works

Canada Pavilions work as cost-effective and efficient marketing vehicles for entering international marketplaces and will allow exhibitors at **COMDEX/Sucesu-SP 2002** to focus on generating sales and

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