

to undertake an additional multi-sectoral assessment of marketing opportunities in Western Europe.

This study is occurring consecutively with several other federal government sponsored initiatives aimed at defining a substantial export marketing strategy for the cultural sectors. The study should be interpreted as an attempt to present an initial overview of significant commercial trends occurring in the Western European market. It should be regularly augmented by systematic in-depth market studies performed jointly by government and the private sector to ensure that our cultural enterprises are kept informed of current market information so they can access commercial opportunities and increase the volume of exports to this lucrative European market. This is particularly imperative because of the impending unification of Western Europe in 1992.

CULTURAL ENTERPRISES

In September 1985, Prime Minister Mulroney spoke in Chicago of the importance to Canada of cultural sovereignty and the need to protect and advance its own cultural enterprises. This initiative was followed up by extensive negotiations on Canada - U.S. Free Trade where it was decided we should maintain our own distinct cultural enterprises within the Canadian economy.

Canadian culture encompasses who we are, our values, attitudes, beliefs and how we express ourselves as a people within society. Our cultural