

DATE	EVENT / PLACE	DESCRIPTION
06/09/96 08/09/96	Cologne International Music Trade Fair "KlassikKomm" with CIRPA (Canadian Independent Record Production Association) Stand featuring Canadian record companies Cologne Messegelaende Cologne, Germany	This is the first time Canada will be represented at KlassikKomm, a trade fair featuring classical music.
15/10/96 22/10/96	Marché des long-métrages indépendants de New York New York, É.-U.	Nouveaux films qui sont à la recherche d'associés pour la production ou la distribution du produit final dans un effort de mise en marché.

"TABLE RONDE" ON EDUCATION MARKETING STRATEGIES

Representatives of relevant federal government departments, provincial education officials, heads of education associations, and selected members of the education industry in Canada were brought together in Ottawa on April 18, 1996 to explore global education, marketing opportunities and challenges.

The Minister of Foreign Affairs, Lloyd Axworthy, key-noted the "Table ronde", and major messages were also delivered by the Minister for International Cooperation and Minister for Francophonie, Pierre Pettigrew, and the President of CIDA, Huguette Labelle. The provinces were represented by the A/Director General of the Council of Ministers of Education of Canada (CMEC), George Molloy, and the members of the Federal Provincial Consultative Committee on Education Related International Activities (FPCCERIA).

In his address, Minister Axworthy reaffirmed the government's commitment to the Third Pillar of Foreign Policy, and stressed the importance of education and the role of educators in the formulation and conduct of Canadian foreign policy. The Minister proceeded to quote, as the example to follow, the Prime Minister's approach to promoting Canada business abroad and suggested that an *Education Team Canada* approach to marketing be adopted. Emphasizing the importance of building on the successes of the Canadian Education Centres (CECs) in Asia Pacific, the Minister further underlined the need for developing state-of-the-art information technologies and mechanisms to support all our global marketing efforts.

Throughout the day, some of the issues identified were: the need to develop advanced multi-media tools; the need to bring provincial education representatives into the development of any national education trade strategy; the need to develop a mission statement which would define a national education marketing trade strategy.

In all, a number of issues were discussed, the range and complexity of which strongly suggested the need for a national education marketing strategy and sectoral team approach to effect its implementation.