

## D. Activities

### i) Dissemination of market information and intelligence:

The Canadian Embassy will have to assess the more than 40 consumer goods events that take place in France and determine which ones to visit in order to provide adequate feedback on this sector to the Canadian companies involved. A list of these trade events (which are, for the most part, focused on Europe) is available from the Embassy.

### ii) Promotion of Canadian products:

a) We are responding to partnering inquiries from the growing number of large French distributors. The Embassy has a key role to play in co-ordinating trade events in terms of contacts with industry and introducing third partners (airline companies, travel agencies, Canadian institutions, museums, promotional firms, etc.). Fresh from our experience with the Printemps department store chain, we are planning a pilot sales promotion program for late 1997 with Leclerc, the leading international megastore chain. The pilot program will be held in the Loire region, in co-operation with the Canadian Tourism Commission and Agriculture and Agri-food Canada.

b) There will be Canada Infoboosts for Canadian exhibitors at major targeted events. Group participation of this kind will be arranged through the various industry associations at:

- **Salon international des sports d'hiver (SIG)**, Grenoble (winter sports)
- **SPORTMOOVE**, Paris

- **Salon du meuble de Paris** (furniture)

- **Musicora**, Paris

- **Salon nautique**, Paris (water sports).

c) For the cultural industries sector, we will promote alliances between the trade and tourism sections at the Embassy as well as the Canadian Cultural Centre in Paris. For instance, the establishment of promotional mechanisms to stimulate the demand for language-learning trips to Canada is under consideration. The same applies to books, records, audio-visual media and the visual arts. We plan to include the promotion of these industries as part of wider promotional opportunities. As well, we will develop close ties with representatives of several federal government departments (Heritage, Indian Affairs, National Museums) and private institutions (Export-livres, Canadian Music Centre, publishers and so on). We will also promote the creation of homogeneous interest groups for missions of new exporters. The cultural industry has virtually never used this tool, which will definitely pay dividends in the long run. Apart from raising widespread awareness in foreign markets, such missions will help to introduce several new stakeholders to the market.

### iii) Strategic alliances and investment projects:

In sectors such as cultural products, toys and other recreation goods, the need to exchange know-how could lead to alliances or even two-way investments. The Canadian Embassy will look into all requests of this kind, and will direct them to the industry.

