

- Ontario House (International Offices Branch)

The facilities of Ontario House in London, England have been used by cultural industries' officers as a base for their operation while on business travel there.

These programs are open to the cultural sector if the specific proposals submitted are judged to make sense by program officials. The Programs are looking for projects which will increase Ontario's exports and increase the provinces wealth and employment. Support has been provided to the book publishing industry and to the sound recording industry. There is a separate section in the Ministry for film and video companies.

• Ministry of Citizenship and Culture

The Ministry does not provide direct trade assistance to the sectors for foreign marketing activities but does work with the Ministry of Industry and Trade on its programs.

MANITOBA

• Department of Culture, Heritage and Recreation

This province is in the process of establishing a comprehensive cultural industries policy, excluding galleries and perhaps crafts. Officials of the Department reported that as the policy progresses it will include marketing and distribution-related initiatives.

Manitoba has signed a sub-agreement under ERDA which is aimed at strengthening the opportunities for Manitoba's interests in Canada and abroad in the areas of communications and culture. The province is putting in \$21 million to act as the seed money for increased production. Over the 5 year period the province will be examining issues related to pre-production, production, marketing and distribution and infrastructure. Programs are to be developed over the five year period.