

1. BACKGROUND AND PURPOSE

The purpose of this study was to provide to the Department of External Affairs an analysis of the capabilities, achievements and needs of four cultural sectors in penetrating foreign markets. The study was to be used by DEA officials to identify individual initiatives which they could undertake to improve their assistance to these sectors in their foreign marketing activities.

The four sectors were:

- the film and video industry;
- the book publishing industry;
- the sound recording industry; and,
- art galleries and dealers.

Emphasis was to be placed on the film and video sector.

The specific products of the study were to be:

- i) an analysis and commentary on the data available easily in Canada on the capabilities and achievements-to-date of these four sectors in foreign marketing;
- ii) the conduct and analysis of a series of interviews with industry representatives on their achievements and needs concerning foreign marketing;
- iii) an overview of programs aimed at assisting the four sectors in their foreign marketing efforts; and,
- iv) the presentation of the above products into this summary report, containing a commentary on potential initiatives which DEA could take to respond to the needs identified.