

CANADA'S CULTURAL AMBASSADORS

Vancouver's
Kokoro Dance

Canada has a flourishing cultural sector, with strong institutions, dynamic industries and world-class, internationally recognized artists. The Government of Canada invests in promoting culture just as it invests in other activities that benefit its citizens. And on the front line are the cultural officers of the Department of Foreign Affairs and International Trade (DFAIT), who ensure that Canadian culture is a visible part of our country's image around the world.

Cultural trade: the Trade Routes program

One of the latest investments in Canadian culture is a program called Trade Routes, launched last November by International Trade Minister Pierre Pettigrew and Canadian Heritage Minister Sheila Copps. Trade Routes takes its place alongside other export initiatives for Canada's arts and cultural sector. The program complements the multi-sectoral tool kit of export support programs

managed by Team Canada Inc partners, including DFAIT and Industry Canada.

Administered by Canadian Heritage, Trade Routes is an innovative, market-driven initiative specifically designed to facilitate the international business development needs of Canada's multi-sectoral arts and cultural exporters. It focuses

on small and medium-sized enterprises, including Aboriginal, women and young exporters.

With \$5 billion in goods and services exports in 2000 alone, Canada's arts and cultural sector is unquestionably a star performer on the international trade scene. Between 1996 and 2000, goods exports in the sector jumped by 50 percent and exports of services rose by 30 percent; that has made arts and culture one of the fastest-growing sectors in the Canadian economy, ranking third in terms of exports. Under Trade Routes, arts and culture specialists have joined the regular trade commissioner teams at DFAIT missions in New York, Los Angeles, Singapore, Paris and London. They also work in the International Trade Centres in Vancouver (British Columbia), Winnipeg (Manitoba), Toronto (Ontario), Montreal (Quebec), Halifax (Nova Scotia) and St. John's (Newfoundland). The specialists have one specific job mandate: to help Canada's cultural industries take full advantage of rapidly expanding international business opportunities.

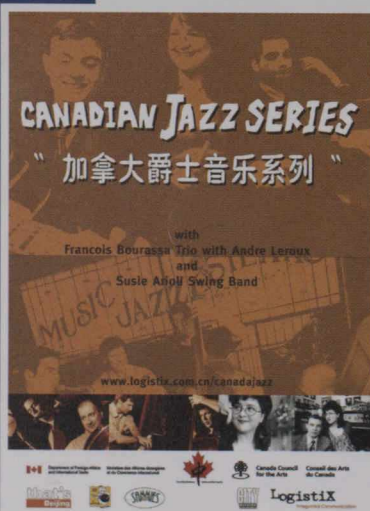
Other tools for promoting cultural trade

Outside of Trade Routes, DFAIT and its Team Canada Inc partners—particularly the departments of Canadian Heritage and Industry—

have long been engaged in export promotion for Canada's arts and culture sector. They support activities in Aboriginal cultural industries, book publishing and literature, contemporary crafts, film and television, multimedia, performing arts, sound recording, and visual arts.

In addition, DFAIT's Arts and Cultural Industries Promotion Division offers financial assistance to professional Canadian artists and cultural organizations to help them showcase their work abroad. And the Division provides policy guidance to DFAIT, recommending ways to increase the impact of Canadian cultural events abroad and to win more international exposure for Canada and Canadian artists.

To provide a wide range of programs and services, DFAIT's cultural sector specialists can hook into an international network that includes the Division as well as embassies, high commissions and consulates. The officers are trained to provide foreign market information, market intelligence and trade development tools; they can organize trade missions and develop export strategies to help the Canadian arts and cultural community cultivate international ties.



Poster announcing 2002 performances of the Susie Arioli Swing Band and the François Bourassa Trio in Beijing, China