

### *Trade Routes*

With almost \$5 billion in annual exports, Canada's arts and cultural producers are responding to diverse international appetites and generating income for reinvestment in Canada's dynamic and creative cultural sector. The new Trade Routes program – designed specifically to help cultural sector entrepreneurs take full advantage of international business opportunities – is helping businesses and non-profit organizations to strategically increase their export capacity and encouraging Aboriginal people, women and young cultural entrepreneurs to become exporters. Support is available across all cultural sectors, including publishing; film/video; broadcasting/television; music and sound recording; new media; performing arts; visual arts; design; crafts; heritage restoration and preservation.

### *Agricultural Policy Framework*

In cooperation with provincial and territorial governments and the agriculture and agri-food industry, the Government of Canada has developed a comprehensive Agricultural Policy Framework (APF) aimed at increasing the profitability of the agri-food sector. The APF will provide the tools and the choices for producers to strengthen their businesses, allowing them to meet the demands of consumers in Canada and around the world, while responding to increased global competition and rapid technological change. Federal, provincial and territorial Agriculture ministers signed the APF agreement in June 2002. Following program design, implementation will begin in April 2003. In addition to building the infrastructure to make Canada the world leader in food safety and food

quality, environmentally responsible production and innovation, the APF will entail efforts to gain greater recognition for Canada as a world leader in food production.

### *Brand Canada*

In late 2001, TCI began developing a Brand Canada campaign for key international trade fairs around the world. The goal of the campaign is enhance Canada's image as an innovative, high-tech economy, and hence a superior source of supply for foreign buyers. The program is being implemented in such a way as to maximize linkages with Investment Partnerships Canada's efforts to attract foreign direct investment. TCI is targeting approximately 30 major sector-specific trade fairs in Europe, Asia, North America and Latin America. Canadian pavilions are to be expanded and re-designed to accommodate innovative marketing approaches that encompass multimedia presentations and web-based materials, networking and matchmaking events, improved media relations and advertising programs. A new graphic identifier and tag line will be used for funded trade shows.

