

musical instruments, and electronic equipment. From our review of the findings we believe separate reports should be prepared on the electronic equipment, and the musical instrument markets.

The study provides an overview of the market in Western Europe, and then focus on the four primary markets of France, Great Britain, Germany and Scandinavia; and the secondary markets of Belgium, Switzerland, the Netherlands, Italy, Austria, Spain and Portugal. In some cases, market information on Scandinavia and the secondary markets was difficult to obtain given the resource and time constraints under which the study was commissioned.

No attempt was made in this study to assess the Eastern European market but from our review of the available material it is clear that a limited assessment would be advisable to be undertaken particularly from a political-economic perspective in the context of Soviet glasnost and Western European economic unification.

BACKGROUND

Prior to this study, a limited amount of market research had been commissioned by the government and private sector on export opportunities for Canadian cultural products and services in the Western European market. Most of this earlier research is sector specific and concentrates on particular market segments. With the increasing importance of commercial cultural activity in the economy it was decided