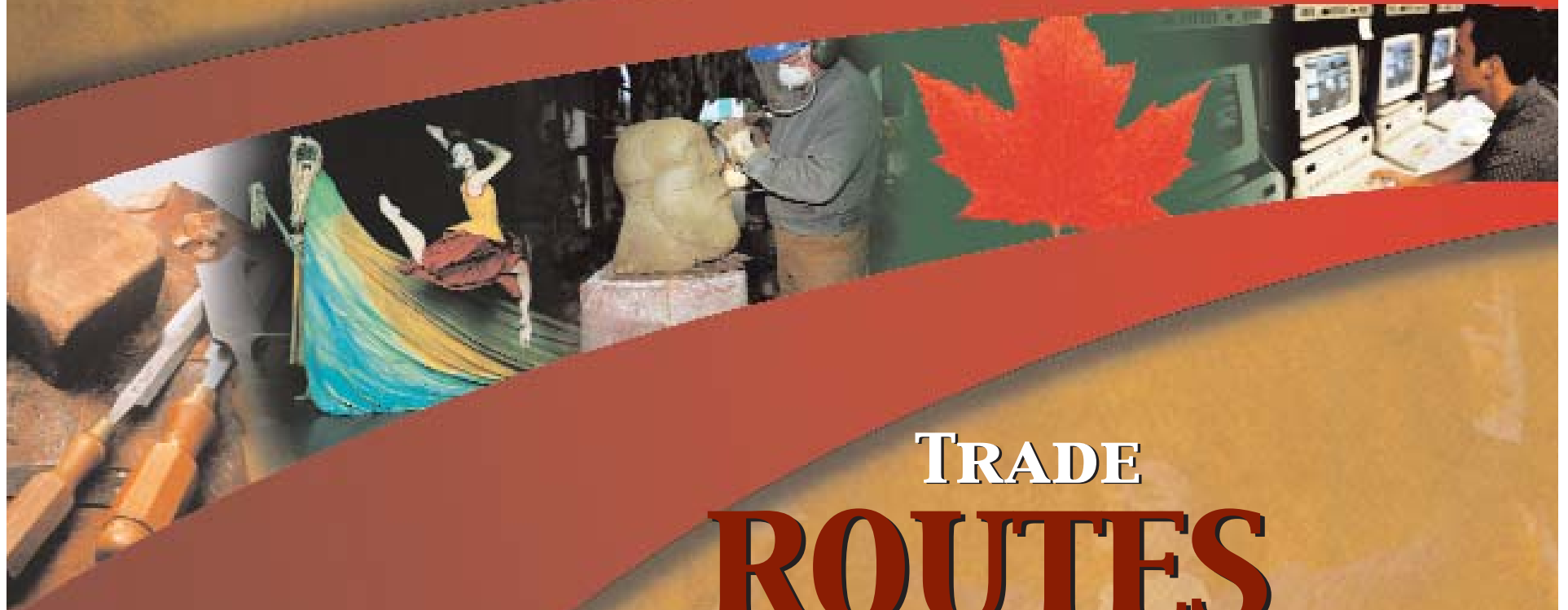




Canadian
Heritage

Patrimoine
canadien



TRADE ROUTES

*Opening Doors for Canadian Arts
& Cultural Exports*

Canada

CONTACT

Trade Routes

Department of Canadian Heritage Trade Routes staff can assist and guide arts and cultural organizations in the preparation of project applications. They can respond to more detailed questions on the topics described throughout this document.

For more INFORMATION
on Trade Routes, CONTACT:

Trade and Investment Development Directorate
Department of Canadian Heritage
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Trade Routes...

Opening Doors

Canada's innovative arts and cultural products and services help to express our diversity, values and identity. They are also a vibrant element of Canada's new economy and an essential part of our country's export story.

With almost \$5 billion per year in exports of products and services from Canada's cultural sector already, Canadian arts and cultural producers are responding to diverse international appetites. This creativity and knowledge is generating cultural and economic impacts through the income for reinvestment in Canada's dynamic and creative cultural sector.

The Government of Canada's new Trade Routes program is helping businesses and non-profit organizations make the most of those growth opportunities through a range of services and supports.

Trade Routes...

The Program

When the Ministers from Canadian Heritage and International Trade announced the three year, \$23 million Trade Routes program on November 28, 2001, they launched Canada's first innovative, market-driven strategy designed specifically to help the arts and cultural sector take full advantage of international business opportunities. Trade Routes was developed with the advice of leaders in the sector through Trade Team Canada–Cultural Goods and Services (formerly the Cultural Trade Advisory Board).

Trade Routes provides Canada's arts and cultural entrepreneurs with access to the full range of government trade programs and services that operate under the Team Canada Inc banner. It helps private and non-profit sector entrepreneurs to strategically increase their export capacity and sell in international markets.

Trade Routes also encourages Aboriginal people, women and young cultural entrepreneurs to become exporters. Support is available across all cultural sectors: publishing; film/video; broadcasting/television; music and sound recording; new media; performing arts; visual arts; design; crafts; heritage.

The Goals

Trade Routes' goals are as ambitious as the arts and cultural entrepreneurs whom it can assist:

- increased Canadian exports of cultural products and services;
- an expanded cultural export product base;
- more Canadian cultural exporters;
- stronger international positioning for Canada's English and French language cultural products and services;
- improved Canadian share of global cultural trade;
- cultural exports to the United States at levels that capture the full market potential;
- diversification of markets beyond the United States; and
- a stronger "brand" for Canada through our arts and cultural exporters.

Trade Routes...

1 CONTRIBUTIONS PROGRAM

The Trade Routes Contributions Program is an innovative, market-driven program. It supports initiatives from organizations in the arts and cultural sector that are linked to the development and implementation of long-term export strategies. It supports Canadian cultural exporters in:

A) EXPORT Preparedness

This component contributes to arts and cultural organizations becoming more “export-ready.” It assists them to do business and compete on a global scale through activities including:

- professional development in international business;
- first-hand and on-line exposure to markets and their business practices;
- development of new alliances and financial partnering;
- development of marketing strategies; and
- innovative advertising tools and approaches.

For “Application Guidelines” and additional details on the Contributions Program, please contact Trade Routes (coordinates provided at the end of this brochure).

B) International Market Development

This component assists organizations in the arts and cultural sector that are generally export-ready to build their capacity for successful international sales through activities including:

- market information and market services;
- feasibility studies;
- strategic support at key trade shows and contact events;
- innovative in-market tools (virtual trade shows, catalogues, etc.);
- incoming and outgoing trade/buyers missions (support for and participation in);
- business to business networking at international events in Canada or internationally; and
- attendance at international trade shows and visits to new markets.

2 *SUPPORT FOR NEW INFORMATION RESOURCES*

The Department of Canadian Heritage, Team Canada Inc, and Trade Team Canada–Cultural Goods and Services recognize that Canada needs better information on cultural exports, exporters and trade flows. They appreciate the need for more accurate and timely information on international markets for Canadian cultural goods and services.

To meet these needs, Trade Routes funding is available for projects that can fill in knowledge gaps. For example, Trade Routes can support targeted studies of specific markets and countries, surveys and profiles of export patterns for Canadian cultural sectors, and development of data on Canadian cultural exporters and cultural trade.

Trade Routes...

3 Skilled Expert *ADVISERS*

Trade Routes supports the access to skilled advisers that current and potential cultural exporters need. These advisers are part of the Government of Canada's network supporting international trade.

Six experts focus on cultural trade at Industry Canada's International Trade Centres. They offer a "one-stop" trade service to Canadian small and medium-sized cultural enterprises that are ready to export or want to build on the international business they already do.

These experts target their services to clients engaged in export preparation, i.e., export-readiness assessment, export plan development, and market entry support. They provide information on Team Canada Inc's services to the arts and cultural sectors, focussing on skills development and export counselling to allow small and medium-sized enterprises to take full advantage of international business opportunities. They also work with existing and new organizations to forge productive alliances with key cultural network partners.

LOCATION

Cultural Trade Commissioners

Quebec

5 Place Ville Marie, 7th floor
Montreal, Quebec
H3B 2G2

TEL.: (514) 283-4016

FAX: (514) 283-8794

Manitoba, Saskatchewan, Nunavut and Northwest Territories

400 St Mary Avenue
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FAX: (204) 983-3182

British Columbia, Alberta and Yukon

2000 - 300 West Georgia Street
Vancouver, British Columbia
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TEL.: (604) 666-1838

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1800 Argyle Street
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Halifax, Nova Scotia
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FAX: (902) 426-5218

Ontario

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Toronto, Ontario
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TEL.: (416) 952-7312

FAX: (416) 973-8161

Cultural Trade Officer **Newfoundland and Labrador**

10 Barter's Hill
PO Box 8950
St. John's, Newfoundland
A1B 3R9

TEL.: (709) 772-6406

FAX: (709) 772-5093



Trade Routes...

Five *Cultural Trade Development Officers* offer assistance to arts and cultural exporters from key sites around the world. They develop and implement strategies and programs to promote Canadian cultural goods and services. They conduct outreach programs and connect with potential partners for Canada's arts and cultural sectors. They work with Canadians interested in exporting to specific markets and local partners interested in Canadian contacts.

LOCATION

Cultural Trade Development Officers

Canadian High Commission

Macdonald House, 1 Grosvenor Square
London, UK, W1K 4AB

TEL.: (011-44-20) 7258-6674

FAX: (011-44-20) 7258-6384

Canadian Embassy

35 Avenue Montaigne
75008 Paris France

TEL.: (011-33) 1-44-43-23-63

FAX: (011-33) 1-44-43-29-98

Consulate General of Canada

550 South Hope Street, 9th floor
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TEL.: (213) 346-2754

FAX: (213) 346-2767

Consulate General of Canada

1251 Avenue of the Americas
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FAX: (212) 596-1793

Canadian High Commission

80 Anson Road #14-00
IBM Towers, Singapore 079907

TEL.: (011-65) 6325-3343

FAX: (011-65) 6325-3294

For the most up-to-date information on these trade experts, including names and e-mail addresses, please consult the following website:

www.canadianheritage.gc.ca/routes