



# *The Art of Export Marketing of Cultural Products and Services*

# ***The Art of Export Marketing of Cultural Products and Services***

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The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of CHRC and the Government of Canada.

**Canada**

### **TO HOST A CHRC EXPORT MARKETING WORKSHOP:**

The extent of CHRC's involvement in the workshop is to (1) identify a certified Facilitator - a Forum for International Trade Training (FITT) Certified International Trade Professional and, (2) provide the Facilitator with CHRC's PowerPoint presentation and Facilitator Guide to *Going Global: Introduction to Export Marketing of Cultural Products and Services*.

As a host, your organization is to (1) make arrangements with and pay the Facilitator directly (the amount of the professional fee and coverage of travel/food/accommodation expenses are to be negotiated by you and the Facilitator); (2) purchase CHRC's *Export Marketing Chart & Profile* and *The Art of Export Marketing of Cultural Products and Services* at \$20 per participant (plus handling and shipping costs); (3) purchase FITT's *Participant Guides for Going Global: An Introduction to International Trade Training* at \$20 per participant (plus shipping & handling); and, (4) immediately following the workshop, provide CHRC with a list of all participants (including their email addresses) for evaluation purposes and to enable FITT to issue certificates to participants.

Professional fee for FITT facilitators range from \$750 to \$1,000 per day.

If you require additional information, please send an email to [info@culturalhrc.ca](mailto:info@culturalhrc.ca).

#### ***Links to Other Web sites***

The links to other Web sites imply neither responsibility for, nor approval of, the information contained in those other Web sites on the part of the Cultural Human Resources Council. Please let us know about specific additional external links which you believe ought to be included in any future publication of this guide.

# **1. The Business Of Export Marketing**

"In 2007, Statistics Canada (STC) released a study that examined the economic contribution of the culture sector in Canada. The result of the study showed that, in 2003, the sector:

- contributed \$43.2 Billion (B) to the Canadian economy,
- represented 4% of national employment, and
- counted for 3.8% of Gross Domestic Product

In 2005, cultural Goods exports amounted to \$2.37B and for Services they totaled \$2.90B.

The United States continues to be Canada's largest trading partner for both goods and services. Of Canada's 2005 cultural exports, 90% of goods, and 73% of services went to the United States."

[www.pch.gc.ca/pgm/route/rc-tr/mrkt/pubs/cultur\\_l\\_trde/cultrade-eng.pdf](http://www.pch.gc.ca/pgm/route/rc-tr/mrkt/pubs/cultur_l_trde/cultrade-eng.pdf)

**The purpose of this Guide is to provide information to assist artists in understanding and managing issues related to Export Marketing of Cultural Products and Services.**

## **INTRODUCTION**

"As Canadian artists and cultural workers we live in interesting times. The landscape in which we practise our art is ever changing. The trend toward marketplace globalization touches more of us each day, meaning that we have to reach out to markets beyond our parochial shores to succeed." *The Art of Managing Your Career* ©, CHRC

### **Evaluate your Skills in Export Marketing**

Consult CHRC's *Competency Chart and Profile for Export Marketing of Cultural Products and Services* [www.culturalhrc.ca/em/e/index.htm](http://www.culturalhrc.ca/em/e/index.htm)

*N. B. Those working in Export Marketing of Cultural Products and Services should find everything that they do, somewhere on the Competency Chart, but they will not necessarily do everything identified in the Chart.*

## 1.1 KEY CANADIAN EXPORT RESOURCES

### General Export Information

#### **Border Service Information**

A computerized, 24-hour telephone service that automatically answers all incoming calls and provides general border services information. [www.cbsa-asfc.gc.ca/contact/bis-sif-eng.html](http://www.cbsa-asfc.gc.ca/contact/bis-sif-eng.html)

#### **Business Women in Trade**

[www.dfait-maeci.gc.ca/businesswomen/menu-en.asp](http://www.dfait-maeci.gc.ca/businesswomen/menu-en.asp)

#### **Canada Border Services Agency**

Offers a number of online resources to help you with your export venture including forms, publications such as the "Exporting Goods from Canada: The Handy Customs Guide for Exporters", regulations, required documentation and more. [www.cbsa-asfc.gc.ca](http://www.cbsa-asfc.gc.ca)

#### **Canada Business Service Centers (CBSC)**

Business information and services offered by the federal and provincial government in each province and territory. [www.cbsc.org/english](http://www.cbsc.org/english)

#### **CanadExport**

A free trade newsletter published twice monthly that contains information on international market opportunities, government programs and services for exporters, upcoming trade shows, export "success stories" and special reports on trade issues and agreements. [www.international.gc.ca/canadexport/index.aspx](http://www.international.gc.ca/canadexport/index.aspx)

#### **Canadian Trade Commissioner Service**

Offers services to help Canadians in the international marketplace [www.tradecommissioner.gc.ca/eng/home.jsp](http://www.tradecommissioner.gc.ca/eng/home.jsp)

#### **Industry Canada - Business site**

[www.ic.gc.ca/eic/site/ic1.nsf/eng/h\\_00140.html](http://www.ic.gc.ca/eic/site/ic1.nsf/eng/h_00140.html)

### Export Financing

#### **BCD – Entrepreneurs First**

Helps create and develop Canadian businesses through financing, venture capital and consulting services, with a focus on small and medium-sized enterprises (SMEs). [www.bdc.ca/en/my\\_project/Projects/default.htm](http://www.bdc.ca/en/my_project/Projects/default.htm)

#### **Canadian International Development Agency (CIDA)**

CIDA administers most of Canada's international development assistance programs. [www.acdi-cida.gc.ca](http://www.acdi-cida.gc.ca)

### **Currency Converter**

This site allows you to change any world currency into another.

[www.xe.com/ucc](http://www.xe.com/ucc)

### **Export Development Canada (EDC)**

Provides Canadian exporters with financing, insurance and bonding services as well as foreign market expertise. Export Receivables/Credit Insurance:

[www.edc.ca](http://www.edc.ca)

### **Trade Routes (Canadian Heritage)**

[www.canadianheritage.gc.ca/routes/pcrc-trcp/index-eng.cfm](http://www.canadianheritage.gc.ca/routes/pcrc-trcp/index-eng.cfm)

## **Export Skills Development**

### **Forum for International Trade Training (FITT)**

FITT is committed to providing quality programs, training and certification in international trade designed to prepare businesses and individuals to compete successfully in world markets.

[www.fitt.ca](http://www.fitt.ca)

### **Steps to Competitiveness**

[www.ic.gc.ca/eic/site/stco-levc.nsf/eng/home](http://www.ic.gc.ca/eic/site/stco-levc.nsf/eng/home)

## **Market Entry Assistance**

### **CanadExport**

[www.international.gc.ca/canadexport/index.aspx](http://www.international.gc.ca/canadexport/index.aspx)

### **Canadian Commercial Corporation (CCC)**

[www.ccc.ca](http://www.ccc.ca)

### **Canadian International Freight Forwarders Association**

Freight forwarders can help you ship your art or professional equipment around the world. [www.ciffa.com](http://www.ciffa.com)

### **Canadian Society of Customs Brokers**

Transportation and customs issues.

Find a customs broker near you to help you clear customs abroad.

[www.cscb.ca](http://www.cscb.ca)

### **Country and Regional Info**

[www.international.gc.ca/cip-pic/geo\\_menu.aspx](http://www.international.gc.ca/cip-pic/geo_menu.aspx)

### **Trade Commissioner Service**

Includes free information on foreign markets. [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

## **Regional Development Agencies**

### **Atlantic Canada Opportunities Agency (ACOA)**

Works with business and communities to make Atlantic Canada's economy more innovative, productive and competitive. [www.acoa.ca](http://www.acoa.ca)

### **Canada Economic Development for Quebec Regions (CED)**

Programs and services intended to support the development of Quebec SMEs. [www.dec-ced.gc.ca](http://www.dec-ced.gc.ca)

### **Industry Canada – search for FEDNOR**

A federal regional development organization in Ontario that works with a variety of partners, as both a facilitator and catalyst, to help create an environment in which communities can thrive, businesses can grow and people can prosper. [www.ic.gc.ca](http://www.ic.gc.ca)

### **Western Economic Diversification (WED)**

To promote the development and diversification of the economy of Western Canada. [www.wd.gc.ca/eng/home.asp](http://www.wd.gc.ca/eng/home.asp)

## **1.2 PROVINCIAL EXPORT RESOURCES**

**Canada/NWT Business Service Centre** - [www.cbosc.org/nwt](http://www.cbosc.org/nwt)

**Government of Northwest Territories** - [www.gov.nt.ca](http://www.gov.nt.ca)

**Canada/Yukon Business Service Centre** - [www.cbosc.org/yukon](http://www.cbosc.org/yukon)

**Government of Yukon** - [www.gov.yk.ca](http://www.gov.yk.ca)

**Canada/British Columbia Business Services Society**  
[www.smallbusinessbc.ca](http://www.smallbusinessbc.ca)

**Government of British Columbia** - [www.gov.bc.ca](http://www.gov.bc.ca)

**The Business Link Business Service Centre (Alberta)**  
[www.cbosc.org/alberta](http://www.cbosc.org/alberta) and [www.exportlink.ca](http://www.exportlink.ca) (*direct access to export info*)

**Alberta Economic Development**  
[www.albertacanada.com/export/index.html](http://www.albertacanada.com/export/index.html)

**Business Infosource - Canada / Saskatchewan  
Business Service Centre** - [www.cbosc.org/sask](http://www.cbosc.org/sask)

**Government of Saskatchewan** - [www.gov.sk.ca](http://www.gov.sk.ca)

**Canada/Manitoba Business Service Centre**

This centre has excellent publications: *Export Info-Guide* (document CMBSC No. 6000).

*Advertising Do's and Don'ts and Doing Business on the Internet in Spanish, Arabic, Korean, Punjabi, Chinese Traditional, Chinese Simplified, Polish, Russian, and Urdu.* [www.cbosc.org/manitoba](http://www.cbosc.org/manitoba)

**Manitoba Trade** - [www.gov.mb.ca/trade](http://www.gov.mb.ca/trade)

**Canada-Ontario Business Service Centre** - [www.cbosc.org/ontario](http://www.cbosc.org/ontario)

**Government of Ontario** - [www.ontario.ca](http://www.ontario.ca)

**InfoEntreprises – Québec** - [www.infoentrepreneurs.org](http://www.infoentrepreneurs.org)

**Gouvernement du Québec** - [www.gouv.qc.ca](http://www.gouv.qc.ca)

**Développement économique, innovation et exportation (Québec)**  
[www.mdeie.gouv.qc.ca](http://www.mdeie.gouv.qc.ca)

**Canada/Nova Scotia Business Service Centre** - [www.cbosc.org/ns](http://www.cbosc.org/ns)

**Government of Nova Scotia** - [www.gov.ns.ca](http://www.gov.ns.ca)

**Canada/New Brunswick Business Service Centre**  
[www.cbosc.org/nb/english/about.cfm](http://www.cbosc.org/nb/english/about.cfm)

**Government of New Brunswick** - [www.gnb.ca](http://www.gnb.ca)

**Canada/PEI Business Service Centre** - [www.cbosc.org/pe](http://www.cbosc.org/pe)

**Government of Prince Edward Island** - [www.gov.pe.ca](http://www.gov.pe.ca)

**Canada Newfoundland and Labrador Business Service Centre**  
[www.cbosc.org](http://www.cbosc.org)

**Government of Newfoundland and Labrador** - [www.gov.nf.ca](http://www.gov.nf.ca)

**Canada/Nunavut Business Service Centre** - [www.cbosc.org/nunavut](http://www.cbosc.org/nunavut)

**Government of Nunavut** - [www.gov.nu.ca](http://www.gov.nu.ca)

### 1.3 OTHER EXPORT RESOURCES

**ATA Carnet** An international, unified customs document which simplifies customs procedures for the temporary duty free admission of three main categories of goods traded internationally: commercial samples; goods for presentation or use at trade fairs, shows, exhibitions or similar events; professional equipment. The Canadian Chamber of Commerce is the official issuing agent of ATA Carnets in Canada.  
[www.chamber.ca/index.php/en/carnet-certification/C38/](http://www.chamber.ca/index.php/en/carnet-certification/C38/)

#### **Business Etiquette**

Essential business culture guides for the international traveler (English only)  
[www.executiveplanet.com](http://www.executiveplanet.com)

#### **Complete Carry-On Traveler**

Opinions and research on the art of travel, with specific emphasis on living out of one bag. [www.onebag.oratory.com/travel](http://www.onebag.oratory.com/travel)

#### **Planning a Business Trip Abroad**

[www.squidoo.com/BusinessTripPlanning](http://www.squidoo.com/BusinessTripPlanning)

## **2. The Business Of Export Marketing in the Cultural Sector**

### 2.1 KEY CANADIAN CULTURAL EXPORT RESOURCES

**CanadExport** - [www.international.gc.ca/canadexport/index.aspx](http://www.international.gc.ca/canadexport/index.aspx)

#### **International Cultural Relations**

Canadian Cultural Representatives in Selected Posts Abroad  
Provides market intelligence, local event information and contacts around the world. [www.dfait-maeci.gc.ca/arts/abroad-en.asp](http://www.dfait-maeci.gc.ca/arts/abroad-en.asp)

#### **International Trade Canada's Information for Arts and Cultural Industries**

Information and financial support to: Aboriginal Cultural Industries; Book Publishing and Literature; Contemporary Crafts; Film, Video & Television; Multimedia; Performing Arts; Sound Recording; and, Visual and Media Arts.  
[www.dfait.gc.ca/arts/menu-en.asp](http://www.dfait.gc.ca/arts/menu-en.asp)

#### **Trade Routes**

[www.canadianheritage.gc.ca/routes/pcrc-trcp/index-eng.cfm](http://www.canadianheritage.gc.ca/routes/pcrc-trcp/index-eng.cfm)

## 2.2 OTHER CULTURAL SECTOR EXPORT RESOURCES

### General Information

#### **Cultural Human Resources Council**

Evaluate Your Skills in Export Marketing. Consult CHRC's *Competency Chart and Profile for Export Marketing of Cultural Products and Services*.  
[www.culturalhrc.ca/em/e/index.htm](http://www.culturalhrc.ca/em/e/index.htm)

#### **Cultural Trade and Investment Project**

Current work includes the development of estimates of international trade in culture services. [www.statcan.ca/english/sdds/5045.htm](http://www.statcan.ca/english/sdds/5045.htm)

### Intellectual Property and Copyright Protection

#### **Accesscopyright**

The Canadian Copyright Licensing Agency site  
[www.accesscopyright.ca](http://www.accesscopyright.ca)

#### **Canadian Artist's Representation (CARFAC)**

A national voice of Canada's visual artists. [www.carfac.ca](http://www.carfac.ca)

#### **Canadian Conference of the Arts (CCA)**

The CCA fosters informed public debate on policy issues and seeks to advance the cultural rights of Canadians. [www.ccarts.ca](http://www.ccarts.ca)

#### **Canadian Intellectual Property Office (CIPO)**

An Agency of Industry Canada who administers the intellectual property system in Canada and disseminate IP information. [www.cipo.gc.ca](http://www.cipo.gc.ca)

#### **Canadian Musical Reproduction Rights Agency Ltd. (CMRRA)**

A non-profit music licensing agency, which represents the vast majority of music copyright owners (usually called music publishers) doing business in Canada. [www.cmrra.ca](http://www.cmrra.ca)

#### **Copyrightlaws.com**

An informative Web site devoted to Canadian, U.S. and international copyright law, digital licensing, e-commerce, digital property and Web related legal issues. [www.copyrightlaws.com](http://www.copyrightlaws.com)

#### **Society of Composers, Authors and Music Publishers of Canada (SOCAN)**

A Canadian copyright collective for the public performance of musical works.  
[www.socan.ca/jsp/en/index.jsp](http://www.socan.ca/jsp/en/index.jsp)

**SODRAC - The Collective Management of Copyright**

The Society manages the reproduction rights of authors, composers, publishers of musical works and creators of artistic works. [www.sodrac.com](http://www.sodrac.com)

**World Intellectual Property Organization (WIPO)**

The main objectives of WIPO is the maintenance and further development of the respect of intellectual property throughout the world. [www.wipo.int](http://www.wipo.int)

## EXPORT- READY CHECKLIST

### Evaluate your Skills in Export Marketing

Consult CHRC's *Competency Chart and Profile for Export Marketing of Cultural Products and Services* ([www.culturalhrc.ca/em/e/index.htm](http://www.culturalhrc.ca/em/e/index.htm)). Click on "Competency Chart".

*N. B. Every person working in Export Marketing of Cultural Products and Services should find everything that they do, somewhere on the Competency Chart, but will not necessarily do everything identified in the Chart.*

### Export-Ready Checklist

#### **1. Assess Export Readiness and Select a Target Market**

Consult the Canada Business Service Centres nearest you  
[www.cbsc.org](http://www.cbsc.org)

- Be realistic.
- Start small: focus on one market and one or two products.
- Realize that export takes time – it is a long-term venture.

#### **2. Research Export Markets and Issues**

Consult the Canadian Trade Commissioner Service  
[www.tradecommissioner.gc.ca/eng/home.jsp](http://www.tradecommissioner.gc.ca/eng/home.jsp)

- Research, research, research....
- Be aware of barriers and regulations.
- Focus on the most promising market(s).

#### **3. Develop Strategic Export Plan**

Consult the Canadian Trade Commissioner Service  
[www.tradecommissioner.gc.ca/eng/home.jsp](http://www.tradecommissioner.gc.ca/eng/home.jsp)

#### **4. Plan Your Marketing Strategy**

Access information from Cultural Trade Development Officers outside of Canada [www.infoexport.gc.ca/eng/offices-worldwide-map.jsp](http://www.infoexport.gc.ca/eng/offices-worldwide-map.jsp)

- Base your strategy on solid research.
- Partner with others to gain immediate market access and learn more about your target market.
- Pay close attention to your promotional material: it must be professional, attractive and culturally sensitive.

## 5. Finance Export Projects

Understanding export financing terms is critical for businesses to succeed in international markets.

- Plan the resources you will need.
- Assess your risks and protect yourself against them. Insure your export receivables with Export Development Canada.
- Allow for enough time to apply for funding.
- When pricing your product, make sure to cover all your domestic and export-related costs.

## 6. Negotiate Contracts and Agreements

*The Art of Managing Your Career* (Chapter 5– You and the Law)

[www.culturalhrc.ca](http://www.culturalhrc.ca)

## 7. Manage Projects

*The Art of Managing Your Career* (Chapter 3– The A to Z of Project Management) [www.culturalhrc.ca](http://www.culturalhrc.ca)

Be punctual (meetings/bookings/delivery, etc.)

## 8. Cultivate Relationships

- Nothing beats meeting face to face.
- Make friends.
- Learn many languages or at least a few words to facilitate initial contacts.
- Don't be shy – confidence is everything.

## TIPS AND PITFALLS

### General Tips and Pitfalls

*Join all relevant Professional Associations, Guilds, etc...  
Your fellow artists are an excellent source of information.*

- Experts are there – Consult them, they get paid to keep abreast of barriers and regulations; consult the officers at the Canada Business Centre nearest you, the Cultural Trade Commissioners, etc...
- Know about the ATA Carnet –an international, unified customs document which simplifies customs procedures for the temporary duty free admission of three main categories of goods traded internationally: commercial samples; goods for presentation or use at trade fairs, shows, exhibitions or similar events; professional equipment. The Canadian Chamber of Commerce is the official issuing agent of ATA Carnets in Canada.
- Work closely with Canadian embassies and consulates.
- Research...research...research...
- Prepare yourself. A business plan and a marketing plan are essential.
- Obsessively keep the names of people you make contact with. Follow up, follow up, follow up!
- Plan on spending 10 to 15% of your budget on marketing & promotion. Apply the same aesthetic to your marketing as you do to your art.
- Do not charge GST to US clients.
- Do not charge GST to your clients outside of Canada, but keep your export-related documentation for 6 years in case you are audited.
- Export takes time – it is a long-term venture.
- Create and maintain relationships. Learn many languages. Don't be shy – confidence is everything.
- Study tradeshow/trade fairs, attend relevant shows.
- Be multi-disciplinary in order to augment your chances of participating in global projects.
- Be aware of international politics.

## **Marketing Strategy** (Source: *Forum for International Trade Training, FITT*)

Marketing Formula – the 4 Ps:

1. Product
2. Price
3. Promotion
4. Place

*International Trade adds 9 more Ps to the list: Payment, Personnel, Planning, Paperwork, Practices, Partnerships, Policies, Positioning, Protection*

## **Elements of a Good Export Plan** (Source: *FITT*)

- introduction
- organizational issues
- products and services
- market overview
- market entry strategy
- regulatory and logistical issues
- risk factors
- implementation plan
- financial plan
- conclusion/recommendations
- 

## **Problem-free customs clearance** (Source: *Export Development Canada* [www.edc.ca/edcsecure/eforms/documents/dnm\\_guide\\_e.pdf](http://www.edc.ca/edcsecure/eforms/documents/dnm_guide_e.pdf))

- Complete all customs requirements before you ship the goods. Don't wait until they're at the border to discover that you need a pre-shipment inspection certificate, or an import permit or license.
- Make sure the documents are consistent and complete in terms of quantities, descriptions and so on. For example, when using part numbers, also provide a written description that will help classify the goods for customs purposes.
- Make sure the documents match the shipment exactly. If you toss in a few promotional items at the last moment and they're not on the invoice, it may create problems for your importer.
- If you use a customs broker, make sure you pick a reputable one. If possible, also choose a broker who deals with your type of product.
- Finally, and especially when entering a new market, obtain expert advice from sources who are familiar with that market's customs procedures and regulations.

## **Tips and Pitfalls by Discipline**

### **CRAFTS**

*Focus on one or two products, one or two markets.*

- Be aware of trends, especially those affecting your target markets. Consider trends but don't chase them.
- If the product is made with recycled/reclaimed material or natural/organic material, promote this.
- Include your promotional material in every package you ship as well as a packing list with a good description of the contents of each package.
- Make it easy for the buyer to do business with you and to pay you – some problems to be encountered: the damaged goods handling issue and paperwork related to customs.
- Marketing on the Internet – obtain the services of a good photographer who is "hooked" on your craft.
- Remember that use of websites is not global. Use standard slides to present your product.
- Packaging is important.
- Use the services of an agent.

**Canadian Crafts Federation / Fédération canadienne des métiers d'art (CCF/FCMA):** *Crating – Do It Yourself ; Shipping – Questions to Ask.*  
[www.canadiancraftsfederation.ca](http://www.canadiancraftsfederation.ca)

#### **Craft Production Info-Guide**

[www.canadabusiness.ca](http://www.canadabusiness.ca) Click on NL (at bottom of page), click on Guides

### **FILM & TELEVISION**

*Be aware that when you sell a film, you waive certain rights.  
An important US network: Art houses.*

**Canadian Association of Broadcasters** - [www.cab-acr.ca](http://www.cab-acr.ca)

**CFTPA (Canadian Film and Television Production Association)**  
[www.cftpa.ca](http://www.cftpa.ca)

**National Film Board** - [www.nfb.ca](http://www.nfb.ca)

**Telefilm Canada** - [www.telefilm.gc.ca](http://www.telefilm.gc.ca)

**Women in Film and Television** - [www.wift.com](http://www.wift.com)

## **LIVE PERFORMING ARTS**

*Never underestimate culture shock.*

- Festivals and presenters are anchors for touring.
- Get in touch with the Canadian embassy before you leave and once you have arrived; embassies and consulates hire local people who can be extremely useful in suggesting potential markets.
- Plan your activity in association with another event.
- Some touring difficulties which could be encountered: different technologies, language, noise, pollution, disease.
- Note that there are different étiquettes around the world about starting « on time ».
- Contracts: make sure the following clauses appear in your contract(s): “acts of God/causes majeures” clause, dispute resolution.
- Ensure you have all appropriate insurance coverage (medical, damages, etc.).
- Hire a good agent to assist with co-management issues such as hotel/airline arrangements, customs, handling funds on the tour.

**ACTRA (Alliance of Canadian Cinema Television and Radio Artists)**

[www.actra.ca](http://www.actra.ca)

**ASPAQ (L'Association des professionnels des arts de la scène du Québec)** - [www.apasq.org](http://www.apasq.org)

**Canada Council – Audience and Market Development**

[www.canadacouncil.ca](http://www.canadacouncil.ca)

**Canadian Arts Presenting Association / L'Association canadienne des organismes artistiques** - [www.capacoa.ca](http://www.capacoa.ca)

**Canadian Dance Assembly** - [www.dancecanada.net](http://www.dancecanada.net)

**Directors Guild of Canada** - [www.dgc.ca](http://www.dgc.ca)

**En Piste (Regroupement des Arts du cirque)** - [www.enpiste.com](http://www.enpiste.com)

Playwrights Guild of Canada [www.playwrightsguild.ca](http://www.playwrightsguild.ca)

**PACT (Professional Association of Canadian Theatres)** - [www.pact.ca](http://www.pact.ca)

**Opera.ca** - [www.opera.ca](http://www.opera.ca)

**Québec Drama Federation** - [www.quebecdrama.org](http://www.quebecdrama.org)

**Union des artistes** - [www.uniondesartistes.com](http://www.uniondesartistes.com)

## **MUSIC AND SOUND RECORDING**

*Participate in tradeshow and/or industry events  
as a key to higher visibility.*

- Identify and target a specific group as consumers of your product.
- Focus on certain areas allowing you to move on to bigger things.
- Engage booking agent(s) or management to ensure access to a contact person in the area(s) you are planning to tour/perform. Advance publicity, retail outlets, media and lodging in each city/town should be addressed.
- Continue communication by internet/phone/mail, enabling you to build and maintain relationships in the markets you are entering.
- Teamwork – be ready to take advice and direction; establish roles/responsibilities of team members.
- Evaluate broadcast uses for your music, including film and television.
- Prepare a package for presentation that includes recorded examples.

**CIRPA (Canadian Independent Record Production Association)**

[www.cirpa.ca](http://www.cirpa.ca)

**AFofM (American Federation of Musicians of the United States and Canada)** - [www.afm.org](http://www.afm.org)

**Canada Council – Audience and Market Development**

[www.canadacouncil.ca](http://www.canadacouncil.ca)

**Canadian League of Composers** - [www.clc-lcc.ca](http://www.clc-lcc.ca)

**CRIA (Canadian Recording Industry Association)** - [www.cria.ca](http://www.cria.ca)

**Guild of Canadian Film Composers** - [www.gcfc.ca](http://www.gcfc.ca)

**Orchestras Canada** - [www.oc.ca](http://www.oc.ca)

**SOCAN (Society of Composers Authors and Music Publishers of Canada)** - [www.socan.ca](http://www.socan.ca)

**SODRAC (Société du droit de reproduction des auteurs-compositeurs et éditeurs au Canada)** - [www.sodrac.com](http://www.sodrac.com)

## **DIGITAL MEDIA**

Telefilm Canada - [www.telefilm.gc.ca](http://www.telefilm.gc.ca)

## **VISUAL ARTS**

- Include your promotional material with your shipment.
- Make it easy for the buyer to do business with you and to pay you – some problems to be encountered: the damaged goods handling issue and paperwork related to customs.
- Marketing on the Internet – obtain the services of a good photographer who is “hooked” on your artwork.
- Export through a gallery or an art dealer.

**CARFAC (Canadian Artists Representation / Front des artistes canadiens)** - [www.carfac.ca](http://www.carfac.ca)

**CAPIC (Canadian Association of Photographers and Illustrators in Communications)** - [www.capic.org](http://www.capic.org)

**Professional Art Dealers Association of Canada** - [www.ad-ac.ca](http://www.ad-ac.ca)

**Regroupement des artistes en arts visuels du Québec** - [www.raav.org](http://www.raav.org)

**Regroupement des centres d'artistes autogérés du Québec**  
[www.rcaaq.org](http://www.rcaaq.org)

**Sculptors Society of Canada** - [www.cansculpt.org](http://www.cansculpt.org)

**Society of Graphic Designers of Canada** - [www.gdc.net](http://www.gdc.net)

## **WRITING AND PUBLISHING**

**Association for the Export of Canadian Books** - [www.aecb.org](http://www.aecb.org)

**Association nationale des éditeurs de livres** - [www.anel.qc.ca](http://www.anel.qc.ca)

**Association of Canadian Publishers** - [www.publishers.ca](http://www.publishers.ca)

**Canada Council for the Arts**- [www.canadacouncil.ca](http://www.canadacouncil.ca)

**Canadian Authors Association** - [www.canauthors.org](http://www.canauthors.org)

**Canadian Booksellers Association** - [www.cbabook.org](http://www.cbabook.org)

**Canadian Editors Association** - [www.editors.ca](http://www.editors.ca)

**Canadian Poetry Association** - [www.canadianpoetryassoc.com](http://www.canadianpoetryassoc.com)

**Canadian Publishers' Council** - [www.pubcouncil.ca](http://www.pubcouncil.ca)

**Canadian Romance Writers Association**  
[www.canadianromanceauthors.com](http://www.canadianromanceauthors.com)

**Canadian Science Fiction and Fantasy Resource Guide**  
[www.sfsite.com](http://www.sfsite.com)

**Centre des auteurs dramatiques** - [www.cead.qc.ca](http://www.cead.qc.ca)

**CMPA (Canadian Magazine Publishers Association)** - [www.cmpa.ca](http://www.cmpa.ca)

**Crime Writers of Canada** - [www.crimewriterscanada.com](http://www.crimewriterscanada.com)

**Online Guide to Writing in Canada**  
[www.track0.com/ogwc/resources/organizations.html](http://www.track0.com/ogwc/resources/organizations.html)

**Periodical Writers Association of Canada** - [www.pwac.ca](http://www.pwac.ca)

**Publishers' Window on the Government of Canada**  
[www.collectionscanada.ca/publishers/index-e.html](http://www.collectionscanada.ca/publishers/index-e.html)

**Wordwrights Canada** - <http://www3.sympatico.ca/susanio/WWC.html>

**Writers' Union of Canada** - [www.writersunion.ca](http://www.writersunion.ca)

## **CULTURAL EXPORT FOR FIRST NATIONS**

**Aboriginal Business and International Trade**

[www.napoleon.ic.gc.ca/gol/abotrade/site.nsf/en/index.html](http://www.napoleon.ic.gc.ca/gol/abotrade/site.nsf/en/index.html)

**Aboriginal Business Canada**

[www.ainc-inac.gc.ca/e.cd/ab/abc/abcnu-eng.asp](http://www.ainc-inac.gc.ca/e.cd/ab/abc/abcnu-eng.asp)

**Aboriginal Business Directory-** [www.aboriginalmap.ic.gc.ca](http://www.aboriginalmap.ic.gc.ca)

**Canada Council for the Arts -** [www.canadacouncil.ca](http://www.canadacouncil.ca)

**Inuit Art Foundation -** [www.inuitart.org](http://www.inuitart.org)

## FESTIVALS AND TRADESHOWS (Links By Discipline)

### ↻ **CRAFTS**

The Canadian Crafts Federation / Fédération canadienne des métiers d'art (CCF/FCMA) - [www.canadiancraftsfederation.ca](http://www.canadiancraftsfederation.ca)

Toronto International Art Fair - [www.tiafair.com](http://www.tiafair.com)

### **United States**

American Craft Council - [www.craftcouncil.org](http://www.craftcouncil.org)

New York International Gift Fair - [www.nyigf.com](http://www.nyigf.com)

San Francisco International Gift Fair - [www.sfigf.com](http://www.sfigf.com)

SOFA Chicago/ SOFA New York  
(Sculpture Objects and Functional Art Exhibition)  
[www.sofaexpo.com](http://www.sofaexpo.com)

### **International**

Affordable Art Fair - [www.affordableartfair.co.uk](http://www.affordableartfair.co.uk)

The Ultimate Trade Show Resource  
"Event Name": "Craft" - [www.tsnn.com](http://www.tsnn.com)

### ↻ **DANCE**

Canada Dance Festival - [www.canadadance.ca](http://www.canadadance.ca)

Canadian Dance Festival - [www.canasiandancefestival.com](http://www.canasiandancefestival.com)

Vancouver International Dance Festival - [www.vidf.ca](http://www.vidf.ca)

Vienna International Dance Festival - [www.impulstanz.com/info/about/en](http://www.impulstanz.com/info/about/en)

### ↻ **FILM**

Telefilm Canada – Festivals Directory  
[www.telefilm.gc.ca/05/514.asp?lang=en&](http://www.telefilm.gc.ca/05/514.asp?lang=en&)

## 🔗 **MUSIC & SOUND RECORDING**

Music Business Canada

**CIRPA Events** are international music trade fairs, such as MIDEM, which feature a CIRPA produced and coordinated "Canada Stand". **The Canada Stand** offers participating Canadian companies a professional setting and home base making it easier to network and show products. **Industry Events** are established national and regional events of interest to members of the Canadian music industry. [www.cirpa.ca](http://www.cirpa.ca)

## 🔗 **NEW MEDIA**

Canadian Interactive Alliance - [www.ciaic.ca](http://www.ciaic.ca)

### **United States**

Streaming Media East & West (USA)

[www.streamingmedia.com/east](http://www.streamingmedia.com/east)

[www.streamingmedia.com/west](http://www.streamingmedia.com/west)

### **International**

IBC Conference - [www.ibc.org](http://www.ibc.org)

Imagina Conference - [www.imagina.mc](http://www.imagina.mc)

MIPCOM (Cannes, France) - [www.mipcom.com](http://www.mipcom.com)

## 🔗 **VISUAL ARTS**

Toronto International Art Fair - [www.tiafair.com](http://www.tiafair.com)

### **United States & International**

Affordable Art Fair (UK) - [www.affordableartfair.co.uk](http://www.affordableartfair.co.uk)

FineArt - [www.fineart.co.uk](http://www.fineart.co.uk)

Scope Art (London, Miami, NY) - [www.scope-art.com](http://www.scope-art.com)

SOFA Chicago / SOFA New York

(Sculpture Objects and Functional Art Exhibition)

[www.sofaexpo.com](http://www.sofaexpo.com)

## ↪ **WRITING AND PUBLISHING**

Canadian Booksellers Association's annual trade show - [www.cbabook.org](http://www.cbabook.org)

Google: "Book Fair"

### **United States & International**

Bologna Book Fair - [www.bookfair.bolognafiere.it](http://www.bookfair.bolognafiere.it)

BookExpo America - [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

Frankfurt Book Fair - [www.book-fair.com](http://www.book-fair.com)

Göteborg Book Fair, Sweden - [www.bok-bibliotek.se/en](http://www.bok-bibliotek.se/en)

London Book Fair - [www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)

### ↪ **ETC...**

DMG worldmedia

Guide en ligne des expositions commerciales - [www.dmgworldmedia.com](http://www.dmgworldmedia.com)

Hong Kong - [www.tdctradefairs.com](http://www.tdctradefairs.com)

United Kingdom - [www.exhibitions.co.uk](http://www.exhibitions.co.uk)