



# CANADA'S CULTURAL EXPORTS

## CANADIAN CULTURE

- The Canadian arts and cultural sectors produce a diverse range of goods and services in all provinces and territories of Canada.
- Canada's cultural sector is primarily composed of small and medium sized enterprises (SMEs) and includes Aboriginals, women and young entrepreneurs.
- Eighty-two percent of Canada's cultural sector workers are knowledge-based. Diverse in representation: creators, artists, distributors, professionals and technicians all are part of the emergent knowledge-based economy.
- Artistic and cultural content conveys our identity, values and diversity. Content is also a commercial asset. To capture the full trade potential of the sector, a targeted international trade support strategy is essential.

## CULTURE AND THE ECONOMY

- Increasingly important to the Canadian economy, the cultural sector contributed an estimated \$22 billion (equivalent 3.1%) to Canada's GDP in 1996-97.
- In 1996-97 all aspects of the culture sector including creation, production, preservation and support activities such as manufacturing, wholesaling and retailing employed over 640,000 Canadians.

## CULTURAL TRADE

- From 1996 to 2000, Canadian cultural exports grew by 50%. Growth rates for exports of cultural goods averaged 14% per year over this period. For exports of cultural services and intellectual property, growth rates averaged 7% per year.
- For 2000, Canadian cultural goods exports were valued at \$2.88 billion, an increase of \$1.17 billion or 69% from 1996.
- Canadian exports of cultural services were estimated at \$2.12 billion in 2000, an increase of \$484 million or 30 percent over the 1996 level.
- Canada's Top 4 export markets for cultural goods, services and Intellectual Property in 2000 were: USA, United Kingdom, France and Germany.

## NEW CHALLENGES

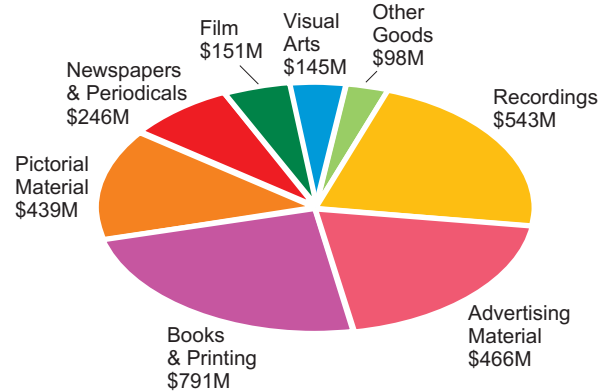
- Although the primary destination for Canadian exports of cultural goods and services will likely continue to be the USA, Canadian cultural exporters need to diversify their markets. Europe is a priority market; Asia and Latin America are emergent markets.
- The longer-term viability and competitiveness of the sector, given the relatively limited size of the domestic market, will increasingly depend on international business successes.

Canadian Cultural Exports, Value 1996 to 2000



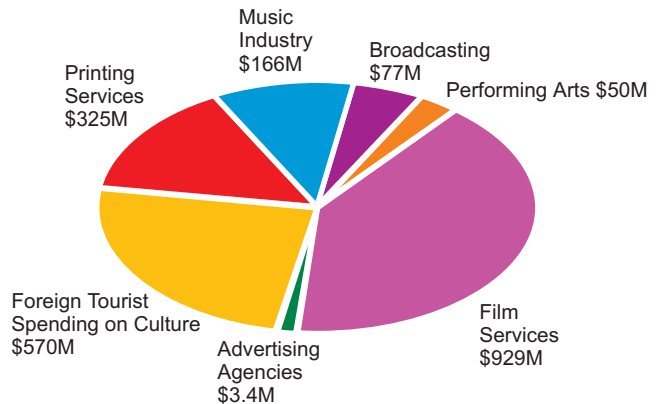
Based on Statistics Canada Data

Canadian Exports of Cultural Goods, 2000



Based on Statistics Canada Data

Canadian Exports of Cultural Services and Intellectual Property, 2000



Based on Statistics Canada Data