

Exporting — Government Help in Exporting Your Work

If you're interested in selling your work outside of Canada, the federal **Department of Foreign Affairs and International Trade (DFAIT)** may be useful. It provides support to crafts people through its international business development program.

The DFAIT Web site contains geographic and sectoral market studies that may help you to identify foreign market opportunities and learn more about your target market. The following reports might be of interest:

- Canadian Crafts: Study of the French Market – France
- Report on the Visual Arts Scene – Germany
- Aboriginal Arts and Crafts Market – Germany
- Visual Arts Market – United Kingdom
- Fine Contemporary Craft – Market Study – United States
- Aboriginal Art and Craft Market – Midwest USA
- Aboriginal Arts and Crafts – USA
- A Guide to Exhibiting – New York
- Marketing Pacific Northwest Coast Native Arts and Crafts – Alaska, Washington, Oregon

All of these reports are available through the Arts and Cultural Industries link at http://www.dfait-maeci.gc.ca/arts/devel_market-en.asp

Another initiative is the **Program for Export Market Development**, which aims to increase exports of Canadian goods and services by sharing the costs of activities that companies like galleries might not care to undertake alone. Participating in this program can reduce the risks involved in entering a foreign market. More information on this is available at http://www.dfait-maeci.gc.ca/arts/devel_pemd-en-asp

As well, there are three programs that help with exports to the U.S. **New Exporters to Border States** focuses on export education for Canadian companies considering exporting to the U.S. It introduces the essentials of exporting, including practical export information and first-hand exposure to markets in the U.S.

The **Reverse New Exporters to Border States** program provides seminars on the essentials of exporting to Canadian companies who are not yet exporting to the U.S. Information is located at http://www.dfait-maeci.gc.ca/arts/devel_nebs-en-asp

Exporters to the United States is a program that serves Canadian companies who are already exporting there. This program focuses on expanding the markets of successful exporters to other regions of the U.S. It does this by combining sessions with industry experts, providing entry to a major national or regional trade show and a networking opportunity with distributors, representatives and buyers.

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