



April 6, 2009

Hon, James Moore
Minister of Canadian Heritage
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Moore,

On behalf of the Board of Governors of the Canadian Conference of the Arts (CCA), I am writing to express our strong interest in working with you and your officials in the development of a new strategy for the promotion of Canadian talent and cultural goods and services on the international stage.

The recent release of data from Statistics Canada on the import and export of cultural goods and services from 1997-2006 has once again underscored the importance of the development of a new strategy for the promotion of Canadian talent and cultural goods and services on the world stage. The CCA and many of its member organizations are eager to work with you and your officials in orchestrating a new approach to the development of markets and audiences.

The data, though somewhat encouraging, show a need for a sustained effort to grow the demand for Canadian talent and cultural goods and services. While the data suggest a modest cultural trade surplus, they also show a weakening of demand in some countries such as France, Italy, China and Germany.

At a time when there is worldwide demand for content for all distribution media and a strong appreciation of Canadian authors, actors and musicians, the potential for further growth in Canadian cultural exports is robust. This is not a plea for the restoration of programs that were recently abolished, but an earnest request for the development and implementation of a new strategy to permit our artists, creators and cultural enterprises to benefit from the global demand for content.

The National Director of the CCA, Mr. Alain Pineau and I would welcome an opportunity to discuss this matter with you and your officials at your earliest convenience.

Yours sincerely,

A handwritten signature in cursive script that reads "Kathleen Sharpe".

Kathleen Sharpe
President